STATIONERY

Office Supplies

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Steno Book White 80 CT	50,832	0.69	19,349
2	2	File Folder System Assorted Hanging	2,424	9.86	14,004
3	5	Telephone Address Book	4,693	4.68	11,858
4	6	Dorne Weekly Bookkeeping Record	2,564	7.42	10,013
5	13	File Folders ⅓ cut 12	15,525	1.19	9,992
6	15	Desk Pad Month 22 x 17	2,410	8.00	9,907
7	16	AB Expand File 21 pc 12 x 10 A-Z	3,308	5.76	9,313
8	3	Legal Pad 11" 50 CT	21,096	0.79	9,095
9	7	System Clasp Envelope 9 x 12 25 CT	6,060	1.99	8,302
10	18	Mead File Folders 48⅓ Cut	3,487	4.28	8,275
11	—	3M Post it Note Pad 3 x 5	23,388	0.68	8,266
12	89	Dome Household Personal Property	3,732	3.98	7,902
13	9	System Clasp Envelope 10 x 13 25 CT	4,860	2.97	7,426
14	—	System Stiff Notebook	7,476	1.78	7,141
15	29	Mead Wire Index Card 4 x 6	11,364	0.99	6,849

Writing Instruments & Accessories

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Empire Pencils 10 Pack	396,408	0.69	133,789
2	9	Crayola Markers	32,700	1.97	42,847
3	3	Scripto 3 Pack Erasable Pen Blue	39,828	1.39	34,122
4	48	Magic Marker 3 Pack Perm Markers	57,588	0.78	33,263
5	—	Bic Family Pack Pens	32,112	1.69	32,754
6	—	Bic 3 Pack Erasable Pens	38,376	0.99	29,270
7	—	Scripto Yellow Pencil 3 Pack	35,208	1.29	28,322
8	—	Write Brothers 10 Pack	36,360	0.99	24,203
9	—	Bic Biro 10 Pack Blue	34,992	0.99	23,471
10	—	Bic Biro 10 Pack Black	30,096	0.99	19,724
11	—	Scripto Refillable Erasable Pen	24,624	1.19	19,305
12	2	Scripto 3 Pack Erasable Black	19,584	1.39	16,994
13	18	Magic Marker Liquid Crayons Fine	24,336	0.99	16,468
14	14	Mark-a-Lot Black	48,828	0.59	15,753
15	21	Magic Marker Liquid Crayons Broad	22,356	0.99	15,456

Files & Desk Accessories

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Ballonoff File Cabinet 2 Drwr 182WB	493	49.88	15,491
2	—	Essletate McFile Box #40780	1,593	15.97	13,554
3	13	Ballonoff Security Chest #1383	1,379	16.97	13,242
4	12	Ballonoff Security Chest #1387	857	23.98	11,540
5	3	Ballonoff Security Chest #1385	999	17.73	10,861
6	4	Rockaway Cash Box #H260	1,418	11.98	9,230
7	2	Tuf-File #10002	422	28.97	7,707
8	7	Rockaway Security Chest #H300	890	15.97	7,706
9	21	Ballonoff Spr Porta File Fldr #2912T	1,067	12.46	7,491
10	38	Rolodex Covered #S300C	1,422	8.42	6,442
11	33	Rolodex Decorator File #VIP24	878	12.97	6,049
12	11	Rockaway Check File #H280	1,002	10.97	5,855
13	—	Decofile Assorted Colors	3,498	2.97	5,786
14	32	Rolodex Petite Organizer	784	11.48	5,747
15	10	Essletate 2 Drwr Fl Cbnt 14" #40072	198	39.88	5,281

Miscellaneous School Supplies

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Binney & Smith Crayola Crayons 24's	104,928	0.99	74,344
2	2	Binney & Smith Crayola Crayons 64's	38,814	2.19	59,830
3	4	Binney & Smith Crayola Crayons 48's	40,914	1.86	50,752
4	—	Trend Stinky Stickers	60,840	0.88	29,634
5	—	Hunt Electric Pencil Sharpener	1,782	13.97	18,782
6	—	Plymouth Stickie Assortment	43,776	0.78	18,149
7	11	Poster Board White	122,800	0.19	16,481
8	10	Swingline Tot Stapler w/1 M Staples	16,128	1.49	15,952
9	8	Swingline Cub Stapler BC	7,939	2.69	15,116
10	7	AHL Scissors Point 4½"	29,208	0.78	12,470
11	—	Classic Stickers Foil	25,920	0.88	12,470
12	17	Swingline Stapler Home & Office	2,490	7.99	12,095
13	15	Binney & Smith Crayola Crayons 16's	18,360	0.88	10,314
14	9	AHL Scissors Blunt 4"	27,204	0.78	10,072
15	13	Hunt Bulldog Sharpener	5,652	2.69	10,067

Playing Cards & Accessories

$ Rank 1983	$ Rank 1982	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	Maverick Poker Carded	52,344	0.97	26,252
2	1	Trumph Bridge Cards	72,576	0.49	18,786
3	3	Bee Cards Poker	11,844	1.69	14,621
4	4	Bicycle Cards Poker	12,240	1.49	13,509
5	6	Maverick Jumbo Carded	11,940	0.99	6,107
6	8	Hoyle Jumbo Poker Carded	6,480	1.37	5,713
7	9	Bicycle Cards Pinochle	5,172	1.49	5,621
8	5	Maverick Pinochle Carded	8,856	0.97	4,531
9	7	Hoyle Poker Cards Carded	4,836	1.38	4,259
10	11	Poker Chip Carded 100 CT	3,456	1.49	3,849
11	15	Hoyle Vegas Dice Carded	6,696	0.97	3,823
12	14	Bee Cards Pinochle	2,724	1.69	3,356
13	19	Kent Double Deck Bridge Card	2,592	1.69	2,325
14	13	Hoyle Pinochle Carded	3,276	1.38	2,893
15	10	Delta Poker Cards	5,088	0.97	2,466

Source: Stationery figures for calendar 1983 were supplied by Boston Distributors, Maple Heights, Ohio. The figures cover 600 stores, including 360 discount stores in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

FILE FOLDERS

To enhance customer visibility of boxed and shrink-wrapped basic stationery items, Richway, Snellville, Ga., mass-displays merchandise on angled shelves and pegboard hooks.

PMA

PRODUCT MOVEMENT AUDIT

Filler Paper

(Continued from page 31)

theme books of various types accounted for four of the top 10 spots, including Nos. 3 and 4.

A reduced focus on filler paper as a BTS promotion last year saw a number of discounters becoming very sharp on the price of the basic 70-count notebook as an alternative promo. A five-subject theme was another hot promotion at under $1.

Discounters' focus on theme books ties in well with consumers' interests. Customers view theme books as a better value than filler paper as a five-subject theme is less expensive in overall value than a pack of filler paper.

The difficulty in obtaining profits from promoted BTS products has resulted in manufacturers this year launching trade-up efforts for this merchandise. Better quality paper; more durable metal spirals, book binders and covers, and heavier-weight platic are cited as the benefits of the traded-up items.

Manufacturers and retailers will both obtain higher margins from the traded-up items introduced during the past two months.

If the PMA is any indication, traded-up items shouldn't face any consumer resistance. In the school paper and notebook category, where the trade-up move is under way, items that carried $4.99 price points scored high in the rankings.

In stationery, fashion shows up as characters, colors and designs on notebook covers, envelopes and stickers; this year will see more licensed characters appearing on stationery products as manufacturers key in on fashion as an important way to distinguish their merchandise from other producers.

Besides school stationery, fashion's greatest impact is on two other classifications: miscellaneous school supplies and stationery and notes.

AGMC Conference Set For May 2-4

WASHINGTON—The Association of General Merchandise Chains will hold its annual finance and information systems conference May 2-4 at the Hyatt Regency hotel in Arlington, Va.

The conference will address such topics as the effects of personal computers upon general merchandise retailing; the implications of the deregulation of telecommunications, and the latest developments in the Universal Product Code.

In addition, the meeting will feature table-top exhibits demonstrating financial and MIS systems developments.

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April 6-11, 1984 — O'Hare Exposition Center
Chicago/Rosemont, Illinois

2. Transworld 8th Promotional Merchandise Show
May 6-9, 1984 — Brook Hall
San Francisco, California

3. Transworld 37th Housewares and Variety Exhibit
July 13-17, 1984 — O'Hare Exposition Center
Chicago/Rosemont, Illinois

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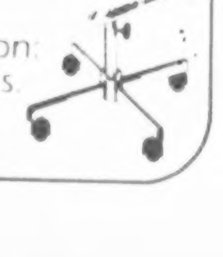

PRODUCT MOVEMENT AUDIT

Bullish Note: Packaging Is Improved

By ARNOLD REINHARD
General sales manager,
Schreiber and Co.

LITITZ, Pa.—Our customers are demanding higher quality power and imported hand tools, and manufacturers have improved the packaging of electrical and plumbing goods and basic hardware and locksets. All that should contribute to an overall sales growth of 10% to 15% in 1984.

Shipping problems, which had hindered sales of such items as Black & Decker power tool accessories, have now been resolved and we should see growth in this area as well.

Power tools is one area where we do see a trend toward better quality. For example, at one time, Black & Decker's 7104 ¼-in. drill was our best seller, but in 1983 it had lost its top-of-the-chart ranking and the ⅜-in. variable reversible drill took over the No. 2 slot, outselling the No. 3 item by more than 2 to 1.

The ⅜-in. drill is capable of running at slow speeds, enabling consumers to do more things, like use it as a power screwdriver or screw remover, as the case may be. The 7104 model, on the other hand, is a straight drill.

In other areas of the category, the sander and router are becoming stronger and stronger because Black & Decker has been promoting them in print and on TV. The two items were 5 and 13, respectively.

Along with its recent entry into housewares, Black & Decker will continue to merchandise the Dustbuster as a hardware and automotive item. The portable mini-vacuum was the No. 1 power tool on the PMA.

Since the No. 2-selling power tool was the ⅜-in variable reversible drill, it follows that several top accessories were drill bits. In fact, four of the top 10 accessories were drill bits or bit sets.

In keeping with Black & Decker's advertising program for sanders and routers, it's not surprising that the No. 8 item was the company's U2499 router bit set.

Last year, we re-evaluated our Black & Decker accessories program and brought the price points lower in line with those of other manufacturers like Howard and Vermont American.

Shipping had also been a problem. Prior to 1983, Black & Decker had been shipping its

(Continued on page 38)

Hardware

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Ferm #500 6x8 Shelf Bracket	31,823	0.42	13,365.66
2	Ferm #500 8x10 Shelf Bracket	20,673	0.54	11,163.42
3	USM K110 Pop Rivetool	850	9.84	8,364.00
4	Ferm #500 10x12 Shelf Bracket	8,465	0.86	7,279.90
5	USM 203 Glue Gun	626	11.10	6,948.60
6	Weslock 8108 Coat Hook Brass	5,245	1.16	6,084.20
7	USM 220 All Purpose Glue	1,874	2.24	4,197.76
8	USM S-44 Rivets Steel md	3,580	1.17	4,188.60
9	USM S-42 Rivets Steel Small	3,510	1.17	4,106.70
10	Weslock 850B Window Lock Brass	3,475	1.16	4,031.00
11	USM CD4SD Molly Fastener	3,518	0.99	3,482.82
12	Modern 35118 Galvanized Wire	2,280	1.52	3,465.60
13	USM CD4S Molly Fastener	4,540	0.74	3,359.60
14	Ferm CD556 7½x10 Elk B	2,200	1.50	2,200.00
15	USM K104 op Rivetool	499	6.54	3,263.46

Paint Tools

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Hyde 13050 Razor Scraper and Blades	12,210	1.26	15,384.60
2	Hyde 13110 Replace Blades	12,305	1.23	15,135.15
3	Warn 563 Mini Roller Set	6,090	1.22	7,429.80
4	Hyde 10150 Woodscrape 2.5	2,414	2.96	7,145.44
5	Hyde 04100 Putty Knife 1.5	4,725	1.46	6,898.50
6	Hyde 4850 Wall Scraper 6" F	2,450	2.77	6,786.50
7	Hyde 43000 2" Foam Brush	10,696	0.62	6,631.52
8	Hyde 3700 Wall Scraper 4.5	2,710	2.26	6,124.60
9	Hyde 04150 Putty Knife	4,181	1.46	6,104.26
10	Hyde 43050 3" Foam Brush	6,520	0.78	5,085.60
11	Hyde 43585 Hand Sand Kit	1,645	3.09	5,083.05
12	Hyde 02150 Putty Knife 1.5	1,835	2.74	5,027.90
13	Hyde 04400 Putty Knife 3"	2,796	1.77	4,948.92
14	Hyde 10050 Woodscrape 1.5	1,929	2.54	4,899.66
15	Warn 573 Replace Covers	3,470	1.22	4,233.40

Power Tools

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	B & D 9330 Dustbuster	2,794	31.83	88,933.02
2	B & D 7308 7¼" Saw	1,948	36.71	71,511.08
3	B & D 7127 Variable Reversible Drill	2,114	27.48	58,092.72
4	B & D 7504 Jig Saw	1,618	18.00	29,124.00
5	B & D 7404 Sander	1,074	26.81	28,793.94
6	B & D 79032 Workmate	335	81.00	27,135.00
7	B & D 7104 ⅜" Drill	981	20.40	20,012.40
8	B & D 9360 Spotlighter	761	26.29	20,006.69
9	B & D 7190 ⅜" Drill Vise	311	40.06	12,458.66
10	B & D 7530 2 Speed Jig Saw	367	27.00	9,909.00
11	B & D 7391 7¼" Circular Saw	180	50.76	9,136.80
12	B & D 7300 5½" Saw	263	25.70	6,759.10
13	B & D 9333 Dustbuster Plus	162	41.30	6,690.60
14	B & D 7600 Router	183	36.00	6,588.00
15	Weller D550PK Soldering Gun Kit	196	29.06	5,695.76

Power Tool Accessories

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	B & D 73-300 3 in 1 Blade	2,305	7.87	18,140.35
2	B & D U1337 Dial A Blade	1,600	5.71	9,136.00
3	B & D U1670 6-piece Set	975	8.90	8,677.00
4	B & D 71-013 13-piece Bit Set	670	10.95	7,336.50
5	B & D 71-010 10-piece Bit	714	7.96	5,683.44
6	B & D 73-007 Combination Blade	1,714	2.84	4,867.00
7	B & D 73-047 Plywood Blade	1,489	2.97	4,422.33
8	B & D U2499 Router Bits	386	11.43	4,411.9[illegible]
9	B & D 73-369 7¼" Carbide	475	8.54	4,060.50
10	B & D 71-007 7-piece Drill Set	585	5.87	3,433.95
11	B & D 83-027 Crosscut 7¼"	1,095	2.84	3,109.80
12	B & D 71-382 Mag Bit With Holder	435	6.77	2,944.95
13	B & D 70-436 ½" Drill Bit	560	5.08	2,844.80
14	B & D 70-404 ⅛" Drill Bit	1,928	1.44	2,776.32
15	B & D 73-365 7¼" Carbide	410	61.76	2,772.60

(Continued on page 38)

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HARDWARE

10th Annual PMA

PRODUCT MOVEMENT AUDIT

Hand Tools

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Arrow T-50 Staple Gun Tack	1,575	16.97	26,727.75
2	Stanley 33-425 25' Tape Rule	1,947	12.85	25,018.95
3	Stanley 33-212 12' Power Rule	2,988	6.97	20,826.36
4	Stanley 11-921 Heavy Duty Blade	14,819	1.27	18,820.13
5	Stanley 33-312 12' Power Rule	1,906	8.80	16,772.80
6	Stanley 10-099 Retractable Knife	4,842	3.38	16,365.96
7	Stanley 59-800 6-lb Maul	615	23.10	14,206.50
8	Stanley 51-518 16-oz Hammer	1,236	11.43	14,227.48
9	Stanley 55-515 Wonder Bar	1,726	7.20	12,427.20
10	Stanley 51-616 16-oz Hammer	2,016	5.90	11,894.40
11	Stanley 30-516 16' Tape Rule	1,574	7.34	11,553.16
12	Stanley 84-121 6a" Long Nose Pliers	2,445	4.60	11,247.00
13	Stanley 34-500 L Tape 100'	974	11.38	11,084.12
14	Stanley 87-368 8" Adjustable Wrench	1,859	5.86	10,893.74
15	Stanley 84-106 6a" Slip Joint Pliers	3,598	3.02	10,865.96

Electrical

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Carol 03302 100' Org Ext	2,235	14.86	33,212.10
2	EPAK MOC-6C Multioutlet	1,038	16.80	17,438.40
3	Carol 4170 8½" Cl Lamp	3,238	5.25	16,999.50
4	Genc 12-2-100 Romex Nm	816	19.44	15,863.04
5	Epak Elvt-300WG Pagoda Kt	114	132.68	15,125.52
6	Leviton 801-6671 Dimmer	3,439	4.16	14,306.24
7	Elec Moc 4C Multioutlet	937	15.04	14,092.48
8	Leviton 801-6101 Nightlight	7,465	1.86	13,884.90
9	Genc 12-2-50 Romex Nm	1,199	10.21	12,241.79
10	Leviton 800-274 3 Way Adapter	13,942	0.80	11,153.60
11	Leviton 800-7090PG Knob Socket	4,833	2.15	10,390.95
12	Leviton 800-1215 Ground Outlet	6,675	1.55	10,346.25
13	Leviton 800-6098PG Butt Socket	5,698	1.77	10,085.46
14	Leviton 800-697 Plug Outlet	3,649	2.71	9,888.79
15	Leviton 801-1451I Quet Switch	4,937	1.87	9,232.18

Plumbing

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Melard 1501 Basket Strainer	10,566	1.55	16,377.30
2	Melard 1603 Ballcock Brass	1,319	10.95	14,443.05
3	Melard 3525 Shower Massage	743	17.21	12,787.03
4	Melard 18016 6" Fem X Fem	3,213	3.58	11,502.54
5	Melard 1619 Flapper Ball	7,780	1.41	10,969.80
6	Melard 1600 Toilet Tank Kit	1,578	6.50	10,257.00
7	Melard 360 Executive Head	2,161	4.50	9,724.50
8	Melard 14206 6" Plunger	8,761	1.45	8,761.00
9	Melard 1601 Ballcock Plastic	1,915	4.48	8,579.20
10	Melard 68327 Toilet Paper Holder	1,342	6.38	8,561.96
11	Melard 19012 Sink Strainer	1,367	6.25	8,543.75
12	Melard 361 Guardsman with Adj	1,117	7.48	8,335.16
13	Melard 68321 Towel Bar 24"	891	9.29	8,277.39
14	Melard 1422 Super Plunger	2,420	3.26	7,889.20
15	Melard Towel Bar 18"	887	8.60	7,628.20

Security

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Harlock T-700 US Entry Module	5,616	9.84	55,261.44
2	Master 1500D Combination Padlock	9,894	3.29	32,551.26
3	Master 22D Padlock 1½"	8,664	1.82	15,768.48
4	Master 500D Padlock 1¾"	6,252	2.34	14,629.68
5	Slaymaker 95002 Laminated Padlock	6,755	1.85	12,496.75
6	Weslock SV840 Sunray 3x3 Entry	774	15.09	11,679.66
7	Ideal SK600 Knob Lock	1,909	5.88	11,224.92
8	Harlock UDB 920 US3 Sing Pb	935	11.68	10,920.80
9	Harlock UR 700-M-DL US3 Entry	787	13.15	10,349.05
10	Ideal 45-3024 Nite Latch	1,749	5.73	10,021.77
11	Slaymaker 95065 Laminated Padlock	2,784	3.40	9,465.60
12	Ideal SK85 Pneumatic Close	2,060	4.48	9,228.80
13	Harlock UM700 US5 Entry Module	593	15.37	9,114.41
14	Master 7D Padlock 1⅛"	2,255	3.99	8,997.45
15	Master 1D Padlock 1¾"	1,504	5.71	8,587.84

Source: Schreiber Company, Lititz, Pa., for calendar 1983, covering 540 stores, including 450 discount stores in the Northeast, Southeast, mid-Atlantic and North Central regions. Average retail prices reflect typical price points for discount chains.

Packaging

(Continued from page 35)

accessories poorly but this has improved remarkably.

Last year, it also had a more coordinated program with accessories. Before last year, it had some drills in short cards and others in long ones. Now, its packaging is more standardized. With these changes, the category should grow by 10% to 15% this year.

In hand tools, consumers have also been looking for better quality and imported hand tools have been improved recently. The best groupings in imported tools are slip joint plier tool sets and hammers. The latter cost 20% less than domestic motels. Overall, consumers are looking for value rather than price in tools and they're starting to get that increasingly with the imports.

In security, imported Harlock locksets and Master combination locks continue to dominate the category. The top-selling device, the Harlock T-700 US3 Entry Module, outsold the Master 1500D combination lock by almost two to one, although the latter posted more unit movement during the year. In addition, the Nos. 2, 3 and 4 locks on the PMA were by Masters.

The reason for the Harlock T-700's performance is that chains promote it frequently—the Harlock UR 700-M-DL model is a deadlock and a better lock than the T-700 but we only sold one-fifth as many.

Advertising Strategy

Moving over to stains, we will see growth because of higher-profile TV and print advertising. Companies like Formby are appealing to women and other groups, emphasizing how easy it is to stain furniture. The top seller, the Minwax Poly Satin, is a clear coating and has more uses than a colored stain.

Electrics is another area where manufacturers are educating consumers. Producers are taking the fear out of working with electricity and replacing parts.

They are also color-coordinating cards so it's easier to differentiate parts.

The basic electrical replacement category should grow in sales by 15% this year and by 20% if you include batteries—they are our top consumable item.

Basic hardware, which is also being helped increasingly by color-coded packaging, is also expected to grow this year because some manufacturers like Parker, have facilitated their shipping practices.

Previously, if a chain wanted to reorder, it would have to reorder 10 cards at a time. A lot of chains didn't reorder frequently, even if they were out of something, because they were afraid of having too much inventory on slower-selling items. Now, they can reorder five cards at a time. This should boost turns from three a year to four.

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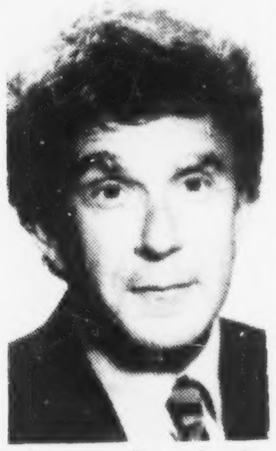
AUTOMOTIVE

10th Annual PMA

PRODUCT MOVEMENT AUDIT

Seat Covers, Spark Plugs, Mats Shine

By HERB RECHTER,
President, Allied Auto Parts and Auto Accessories



In 1983, the bulk of our business was in staple items like under-hood chemicals, waxes and polishes and basic car accessories.

Seat covers, floor mats and spark plugs also continued to be very major items. But, the multiplicity of sku's in these categories makes individual unit sales low. Collectively, they all belong up on the annual product movement chart, as spark plugs, for example, are probably our No. 1 seller.

The performance of such items as the No. 2 ranked, 2-ton hydraulic floor jack—a longtime favorite that still hasn't burned itself out—is indicative of retailer promotional trends, although today the jack only sells on promotion, in the $39.99 area.

On the other hand, creeper sales have slowed. They used to move one on one with ramps, but with sales off the chains have stopped promoting them. The ramp, however, is still a promotional favorite: A pair of one-piece auto ramps ranked 24th this year, with an average retail price of $22.81.

In waxes and polishes, we're seeing a continuation of the movement away from polymer varieties. Rain Dance paste and liquid waxes, for example, ranked five and, 14, respectively, last year and Turtle 18-oz. Minute Wax came in at No. 11.

Basic under-hood chemicals

(Continued on page 56)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	10080 8-oz Armor All Protector	280,059	2.85	798,168
2	2-Ton Hydraulic Floor Jack	14,232	55.66	792,153
3	7450 Gumout Jet Spry 13 oz	299,498	2.23	667,880
4	10160 16-oz Armor All Protector	109,125	5.83	636,199
5	1015-24 STP Oil Treatment 15 oz	300,235	1.89	567,444
6	0245N Rain Dance Paste 14 oz	76,412	7.09	541,761
7	6014 Sealed Beam, Large Round	149,314	3.38	504,681
8	6052 Sealed Beam, Large Square	61,051	8.23	502,450
9	FL1A Motorcraft Oil Filter	122,120	4.09	499,470
10	1001 Freon 14 oz	293,552	1.64	481,425
11	T15 Turtle Minute Wax 18 oz	75,081	5.88	441,476
12	3431 Snowhite Lit 'N' Easy Gal	34,353	12.55	431,130
13	TAC39 Instant Spare Inflator	261,720	1.50	392,580
14	0241N Rain Dance Liq 16 oz	55,260	7.09	391,793
15	T-222SUP HD Shell Pst-Kit 14Z	95,497	3.99	381,033
16	4652 Sealed Beam, Low Square	68,610	5.51	378,041
17	10320 32-oz Armor All Protector	42,933	8.57	367,936
18	7518 Gumout Carb Clean 12 oz	187,483	1.88	352,468
19	RR16 Roberk Wiper Bld Refill	148,238	2.31	342,430
20	Air Compressor W Gauge	12,187	27.60	336,361
21	EB-1 Gunk Aerosol	147,363	2.36	318,304
22	1157 Auto Bulbs 2 on a card	279,824	1.12	313,403
23	LF-1 Lee Oil Filter	94,416	3.29	310,629
24	LR81 One Piece Auto Ramp, Pair	13,561	22.81	309,326
25	12 B Cable SLVD	32,296	8.92	288,080
26	100 QR Rislone Oil Alloy 32 oz	104,298	2.73	284,734
27	Quaker State Sup. Blend 10W30	241,108	1.16	279,685
28	A.C. Oil Filters	68,273	4.09	279,237
29	Quaker State Deluxe 10W40	221,898	1.26	279,591
30	AC Spark Plug TB 8	67,874	4.03	273,532
31	13040 4-oz Armor All Protector	162,936	1.64	267,215
32	500 Westleys Bleach Whte 20 oz	129,708	2.00	259,416
33	Prestone Brake Fl. 12 oz	135,270	1.89	255,660
34	T-75 Turtle Zip Liq C Wash	108,252	2.33	252,227
35	Pennzoil Multi-Viz	195,576	1.27	248,382
36	141 Valvoline 10W40	195,168	1.27	247,863
37	C-16 Bars Leak 12 oz	106,466	2.32	247,001
38	RR18 Roberk Wiper Bld Refill	105,864	2.31	244,546
39	Sandable Primer Grey	107,993	2.13	230,025
40	231 Raindnce S RM Fin 1q	35,669	6.31	225,071
41	WD-40 Aerosol 9 oz	107,485	2.09	224,644
42	V-250 Chamois 2.5 sq ft	37,105	5.98	221,888
43	PSF Yale Power Strg Fluid 14 oz	116,067	1.91	221,688
44	1002 Warco Dot Brake Fluid qt	58,211	3.78	220,038
45	AS107 Prest Super Flush/PK12	69,367	3.05	211,569
46	Lf-25 Lee Oil Filter	61,013	3.43	209,275
47	CD-2 Oil Detergent Black Label	87,361	2.38	207,919
48	18 Champ	30,112	6.74	202,955
49	1001 Warco Dot Brake Fluid	137,125	1.45	198,831
50	4624 2 Gal Gas Can Flex Spout	34,484	5.69	196,214
51	R44T-8 AC Spark Plug	35,343	5.53	195,447
52	16-oz Armor All Cleaner	85,129	2.27	193,243
53	A C Recharge Kit Freon	27,014	7.11	192,070
54	8RV15YC4BP(8RBL15Y4 18) Champ	17,074	11.21	191,400
55	3611 Pennzoil Multi-Vis	164,697	1.16	191,049
56	1016 Pylon 16-in Wiper Refills	74,638	2.54	189,581
57	2024 STP Gas Treatment 12 oz	100,067	1.88	188,126
58	RW816 16-in Roberk Wiper Blades	81,673	2.30	187,848
59	0861N #7 Rubbing Compound 12 oz	82,816	2.25	186,336
60	2050 STP Gas Treatment 8 oz	151,258	1.23	186,047

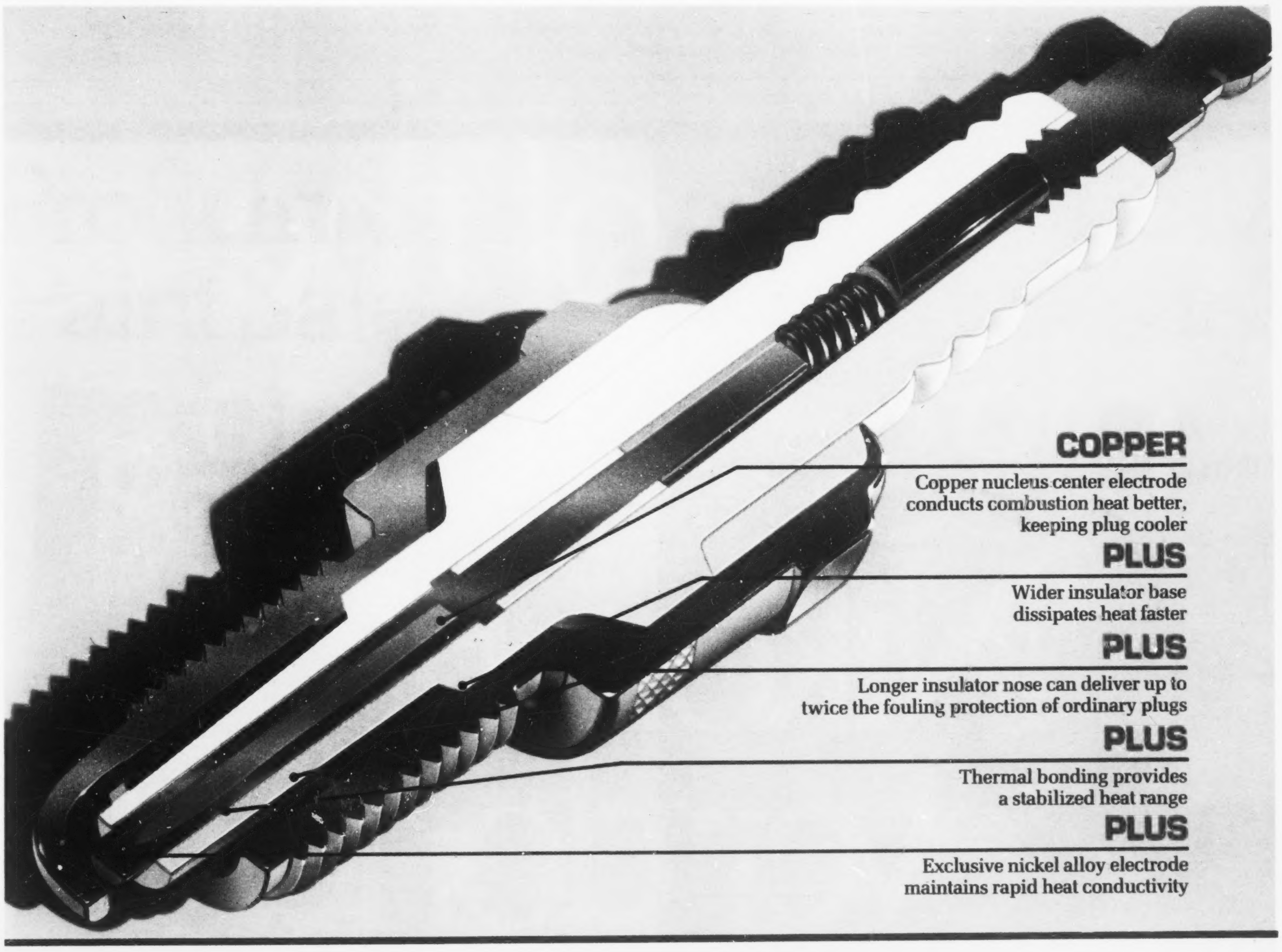
(Continued on page 56)

Warehouse Swells At Dollar General

SCOTTSVILLE, Ky.—Dollar General, which last year acquired 280 stores from Interco, recently began construction of a 100,000-sq.-ft. addition to its 350,000-sq.-ft. warehouse here.

The addition is part of a multimillion dollar expansion of the firm's delivery system. Other parts of the expansion include:

- Recent installation of an overhead towline conveyor system in the warehouse here for more automatic processing of store delivery orders.
- Establishment of two-shift operations at both the warehouse here and the similarly sized one in Dumas, Ark., which required the hiring of 120 more employees.
- Increasing the company truck fleet by 17 tractors and 86 trailers.


COPPER
Copper nucleus center electrode conducts combustion heat better, keeping plug cooler
PLUS
Wider insulator base dissipates heat faster
PLUS
Longer insulator nose can deliver up to twice the fouling protection of ordinary plugs
PLUS
Thermal bonding provides a stabilized heat range
PLUS
Exclusive nickel alloy electrode maintains rapid heat conductivity

We almost called it Copper Plus Plus Plus Plus.

With very good reason. We added more than copper to our spark plug. We added the plus. In fact, we added several.

These design improvements, in conjunction with copper, allowed us to lengthen the spark plug's insulator nose. Which resulted in vastly improved fouling protection.

The combined effect of all our improvements produced a spark plug that delivers surer starts and superior performance in stop-and-go city driving.

It also produced another feature unique to Copper Plus® – we're so confident that Copper Plus will make your customers' engines run better, we've equipped it with a Performance Guarantee.*

Copper Plus. A plug you can stock with confidence. Guaranteed. Because a plug by any other name just wouldn't be a Champion.

*Offer expires December 31, 1984. Aviation and industrial plugs excepted.

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Toledo, OH 43661

COPPER PLUS THE PLUS IS PREMIUM PERFORMANCE

AUTOMOTIVE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
61	R-6 Bars Leak 5½ oz	114,967	1.60	183,947
62	PH8A Fram Oil Filter	42,331	4.24	179,483
63	Quartz Halg Fog Light Kit AMB	6,090	28.99	176,549
64	LF-16 Lee Oil Filter	52,658	3.35	176,404
65	Sandable Primer Red	82,718	2.13	176,189
66	4000 Sealed Beam, Low Round	56,989	3.06	174,386
67	D.L. Hand Cln 14 oz	131,578	1.30	171,051
68	AF562 Prime Anti-Freeze	39,500	4.31	170,245
69	02662 Johnsons Wax Kit 12 oz	41,740	4.07	169,882
70	BP25 Blue Poly Liq. Seal Ant16 oz	18,216	9.31	169,591
71	8P30 Blue Poly Paste Seal 16 oz	18,236	9.27	169,047
72	0761N #7 White Polish Comp 127	73,965	2.27	167,900
73	6 Ton Hydraulic Bottle Jack	9,497	17.57	166,862
74	J515 1½ Ton Jack Stand, deach	33,327	4.98	165,968
75	SE86 6Amp Battery Charger	5,314	30.98	164,628
76	3305 Snowite Lite-N-EZ Qt Kit	29,975	5.46	163,663
77	CD-2 Oil Treatment Red Label	68,087	2.38	162,047
78	T16 Turtle Minute Wax, Liq 16 oz	27,576	5.87	161,871
79	S277 Super Fix-A-Flat 18 oz	29,410	5.47	160,873
80	FL400 Motorcraft Oil Filter	37,237	4.31	160,491
81	AS902 Sim Supr Blu Paste Wx 9 oz	47,535	3.36	159,718
82	GEC 421 Ge Silicone Seal, Clear	49,242	3.23	159,052
83	T 17 Turtle Minute Wax, Pste 13 oz	26,781	5.91	158,276
84	AC Spark Plug T B	27,292	5.74	156,656
85	70000 Mini-Grease Gun Kit	17,086	9.04	154,457
86	SW20 Blue Coral Spray Wax 20 oz	31,074	4.94	153,506
87	DR1976 GM 8 Cy Dist Cap	28,246	5.29	149,421
88	S488 8MM Sil Custom Wire Set	8,294	17.69	146,720
89	TK 175 GM8 Cy Tune-up Kit	33,877	4.30	145,671
90	8RV15YCBP (8RBL15Y 12) Champ	12,795	11.20	143,304
91	TAM77 TMP Rubberized Undercoat	46,797	3.06	143,199
92	T-127 Liquid Turtle Wax 12 oz	48,194	2.96	142,654
93	T270 Turtle color Back 16 oz	28,300	5.04	142,632
94	RV15YC (RBL15Y) 12 Champ	19,260	7.40	142,524
95	1018 Pylon 18" Wiper Refills	56,086	2.52	141,337
96	1814 Havoline 10W40 Motor Oil	104,064	1.35	140,486
97	1614N #7 Car Wash (Powder) 8 oz	54,633	2.52	137,675
98	Lf-24 Lee Oil Filter	39,953	3.43	137,039
99	4610 1-gal Gas Can Pulup Spout	46,339	2.94	136,237
100	TK237 GM Combo Tune-up Kit	24,870	5.47	136,038
101	DR20001 GM8 Cap & Rotor Ele Ign	10,179	13.29	135,279
102	R540 Aerosol Starting Fluid	100,889	1.34	135,191
103	AS954 Simoniz Bdxgrd Spry 18 oz	23,602	5.72	135,003
104	H6054 Halogen Seal Beam, Lg Sq	6,791	19.88	135,005
105	PF-35 AC Oil Filters	34,103	3.91	133,343
106	PF-47 PF-40 AC Oil Filter	34,217	3.87	132,420
107	W1638 DB Foot Pump W Gauge	19,949	6.55	130,666
108	Sandable Primer Black (Dk Grey)	61,114	2.13	130,173
109	WWC8-2 Espree Wire Whl Cln Kit	24,527	5.25	128,767
110	Plas Bottle Gas-Line Anti-Frze	252,353	0.51	128,700
111	SST19 3 Sect Antenna W Booster	14,367	8.90	127,866
112	UVL320 20" Wheel Wrench	22,282	5.72	127,453
113	CP7995 Sun Oil Temp-Amp Ga	4,757	26.69	126,964
114	RW818 18" Roberk Wiper Blades	54,966	2.30	126,422
115	SE1010 10Amp Battery Charger	3,064	41.26	126,420
116	4657 5-gal Gas Can Flex Spout	10,173	12.22	124,314
117	7524 Gumout Carb Cleaner 8 oz	83,797	1.48	124,020
118	Nichols Multi-GD Oil 10W30, 5 qt	26,304	4.69	123,365
119	TAC36 Tmp Aero Undercoat 16 oz	68,011	1.81	123,020
120	14062 15-min Safety Flare Each	109,524	1.12	122,667
121	4-Ton Hydraulic Bottle Jack	7,927	15.17	120,253
122	54W03 Gen Elec Glass Seal	37,987	3.16	120,038
123	54144 Wynn Carb Clnr 113 4 oz	49,893	2.40	119,743
124	7262 Multi-Serv Grs 3 3-oz Tube	39,812	3.00	119,436
125	TAM66 Tmp Undercoating	47,536	2.51	119,315
126	BPS27 Blue Poly Instant Spray	13,920	8.53	118,738
127	AS951 Simoniz Bdygard Paste 14Z	20,337	5.80	117,955
128	CP7901 Sun Super Tach II	2,538	46.30	117,509
129	8RV17YC68P (8RBL17Y6 37) Champ	10,372	11.27	116,892
130	2AR Permatex Gasket Cement #2	59,594	1.96	116,804

Source: Allied Accessories and Auto Parts, Madison Heights, Mich., for calendar 1983. Allied services over 2,500 retail outlets throughout the United States, 98% of which are discount auto departments. Average retail prices reflect typical price points for discount stores.

PMA

PRODUCT MOVEMENT AUDIT

Seat Covers

(Continued from page 55)

were also among 1983's top sellers: the 13-oz. can of Gumout Jet Spray and 15-oz. can of STP oil treatment scored a respective three and five on the chart. The Bardsley radiator sealer also did well; it seems to be the only sealer that works.

Other highly promotable items include the instant spare inflator, which ranked 13th on the chart. The air compressor is also catching on as a promotable item; it walks out the door when it's on sale.

One area that we're putting a lot of money behind is our import program including hydraulic jacks, car mirrors, exterior trim, car antennas and electric antennas. While these items are not new, with importing we can set the retail prices down to $19.95—they typically sell for closer to $40. They were good at that price but at $19.95, we expect them to be smashing.

Promising Area

While basic round and square sealed beams were strong, ranking seven and eight on the chart, we're also beginning to see some movement from imported whole lamps.

Another key part of our import program is wheel covers, a category which we expect will grow. We carry two lines—wire and plastic—which sell at $19.99 and $11.99, respectively, at retail. Mass merchants found it feasible to carry these items after the price points came down last year.

Seat cover and floor mat sales are also improving. Again, seat cover sku's don't show up on the chart because we carry so many colors and numbers, but as a classification, they have done very well.

We now carry 12 different models with an assortment of colors for each model. As with tools, we're finding that customers are trading up—the bulk of our business is now in the $19.95 range to $29.95 range. While we don't carry sheepskin, we're finding the movement in Herculon and velour fabrications is strong.

New Moves

Like many of our customers, we're moving away from nylon seat covers in the $10 area.

Floor covers are also picking up—a sign that more people are buying new cars.

One area we're not pleased about is the movement toward packaging motor oil in narrow-neck plastic jugs, although we haven't yet experienced any drop-off in sales of oil can spouts and funnels. (Last year, Quaker State began bottling all its motor oil in the jugs, which eliminates the need for high-margin spouts and funnels.)

For now, not everybody will be following their lead because it is expensive to convert a packaging plant, but I feel that it's eventually going to happen in the entire industry.

One of the biggest things Nikon has ever done.
Nikon
Nikon LENS 35mm 1:2.8

[illegible] (L35AF) weighs less than [illegible] ounces. But despite its size, the engineering that went into it was no small feat.

For the first time your customers will be able to take 35mm flash pictures spontaneously. Because no other autofocus camera has an automatic pop-up flash [illegible]

In addition, your customers won't have to thread the film, advance the film, focus, set the exposure. Or even rewind the film. It's all done automatically.

In fact, no other autofocus camera has the combination of features that the One-Touch has.

Including one selling feature that no other autofocus camera will ever have.

The Nikon name.

For information call Bill Delaney at 516-222-0200.

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PRODUCT MOVEMENT AUDIT

Price Promos Get Big Push From Corning

By JERRY FALK

Executive Vice President, Bacar Distributors

Coming off a very strong second half of 1983, we anticipate housewares sales in our five-state Western region to grow 10% in 1984. Strength should be across the board, which we'd attribute mostly to a general rise in the economy.

Since our area's economy is driven largely by the computer industry, we were somewhat protected last year when we held our own early before coming on to produce record figures in the final quarter.

Locally, a major automotive plant will reopen soon, putting people back to work, and Skaggstone, another distributor, closed its doors. These will add to our business.

Reflecting our economy's strength, customers are upscaling here, though not extravagantly. They're still value-conscious.

Corning is one manufacturer who has responded to this trend by offering many new products and taking an aggressive promotional stance on mostly its entire assortment.

I don't think Corning has ever offered as many price promotions. It could be they're feeling the hot breath of Anchor Hocking on their neck.

Among Corning's new products, French White quickly copped 5 of the top 10 category listings. It has pretty much replaced the blue flower design, and has made more rapid inroads than the new French Bisque products.

(Continued on page 58)

Wholesale Club Opens 2nd Unit

INDIANAPOLIS—The Wholesale Club, the self-service cash-and-carry wholesale operation founded by John Geisse, has opened its second warehouse in the Cleveland market.

Geisse, founder of Target and Venture, opened his first such warehouse here in February 1983.

The 100,000-sq.-ft. unit sells name brand electrics, institutionally packaged food, furniture, housewares, automotive supplies and other product lines at only a 10% markup. Members, who must be business people or members of a participating group, have to pay cash for their merchandise and transport it themselves.

Dinnerware

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	7200181 Drnd Set 16-pc Rsln Dnrwr	5,239	26.09	136,685.51
2	—	T20-82S Crnrstn 20-pc St Chn Blsm	,202	89.99	108,167.98
3	—	7200793 Drnd St 7-pc Rsln Sld	6,598	14.39	94,945.22
4	—	T20-81S Crnrstn 20-pc Set Royal Garden	902	89.99	81,170.98
5	6	2020-7 Expression 20-pc Set Wildflower	1,004	70.19	70,470.76
6	1	3216-32 Dmnsn-4 16-pc St Cinn	1,356	51.29	69,549.24
7	5	2020-13 Expression 20-pc Set Meadow	886	70.19	62,188.34
8	8	16-N Corelle 16-pc Set White	1,810	34.19	61,883.90
9	3	2020-12 Exprsn 20-pc Set Indian Summer	836	70.19	58,678.84
10	—	7200132 Drnd Blk Plt Rsln Dnnr 9"	19,998	2.24	44,795.52
11	2	3216-34 Dimension-4 16-pc Set Slate	871	51.29	44,673.59
12	—	16-23-N Livingware 16-pc Set Mrng Blu	1,271	34.19	43,455.49
13	11	16-4 Corelle 16-pc Set Gold	1,206	34.19	41,233.14
14	12	16-5 Corelle 16-pc Set Blue	1,121	34.19	38,326.99
15	—	7200140 Drnd Blk Plt Rsln Dsrt 7"	18,547	1.79	33,199.13

Glassware

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	13	6200653 Drnd 4-pk Gblt Rsln 8½ oz	13,107	10.79	141,424.53
2	10	6200661 Durand 4-pk Wine Rosaline 6 oz	12,906	10.79	139,255.74
3	—	6200679 Drnd 4-pk Shbt Rsln 6¾ oz	5,954	10.79	64,243.66
4	—	6200729 Drnd 4-pk Flt Rsln 4¼ oz	5,739	10.79	61,923.81
5	6	3030996 Drnd Blk Wn Dmnt Crys 6 oz	28,522	2.06	58,755.32
6	2	3030988 Drnd Blk Gbl Dmnt Crys 10 oz	28,006	2.06	57,692.36
7	4	8001356 Drnd Blk Bwl Dm Lrg Sld 9"	11,140	4.76	53,026.40
8	—	3053685 Durand Set 12-pc Celeb Crys	3,268	13.49	44,085.32
9	3	515 Libbey 4-pk Wine Citatn Tall 6 oz	5,131	7.46	38,277.26
10	—	7200819 Drnd Blk Mg Rsln Crys 10 oz	20,331	1.79	36,392.49
11	—	1020 Riley Sun Tea Jar 1-gal w/spout	5,452	6.29	34,293.08
12	5	8011041 Drnd Blk Bv Lncr Crys 11 oz	26,650	1.25	33,312.50
13	—	0020 Riley Sun Tea Jar 1 gal	8,978	3.59	32,231.02
14	—	100-E Anc Hkg Jar 1 gal Ball sh/gl Lid	4,092	7.73	31,631.16
15	—	3600/81 Anc Hkg Set 24-pc Newport Crys	1,687	17.99	30,349.13

Corning

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	F-330 Set F-1, F-3, F-5 White	2,167	47.69	103,344.23
2	—	F-260 French White Set F-2 and F-6	2,633	32.39	85,282.87
3	2	F-2 2½-qt Oval Cass/Ld Wh	3,310	22.49	74,441.90
4	1	F-21 Roaster RW 4½ qt	2,261	28.79	65,094.19
5	—	A-33-8 Trio Set Spice	1,168	53.09	62,009.12
6	—	A-33-7 Trio Set Wildflower	1,157	53.09	61,425.13
7	—	P-166-8 6-cup Perc Spice	2,233	26.99	60,268.67
8	6	F-1 2½-qt Rd Cass/Lid Wh	2,365	22.49	53,188.85
9	—	F-330-55 Fr Bsq 5-pc 1.5-2.5 rd cv-pie	1,082	47.69	51,600.58
10	3	A-300-8 Starter Set Spice	933	53.54	49,952.82
11	—	P-166-7 6-cup Perc W/flower	1,815	26.99	48,986.85
12	—	A-33 Trio Set Cornflower	1,053	44.99	47,374.47
13	4	F-3 10" Pie/Quiche White	3,208	13.94	44,719.52
14	—	F-260-55 Fr Bsq 3-pc 2.5 cvd-1.5 opn ov	1,141	32.39	36,956.99
15	—	A-5-7 5-qt Sauce Pot w/f	1,112	31.94	35,517.28

Gadgets

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	407-C Sw Cn Opn "5 yr" Hnd Choc	12,467	5.39	67,197.13
2	3	407-14 Saw Cn Opn "5 yr" Hnd Harv	11,409	5.39	61,494.51
3	4	107 Sw Cn Opn "Jr" Sml Hnd Asstd	19,107	2.69	51,397.83
4	—	102AC R/K Refl Pan 8" Plug in Element	16,932	2.96	50,118.72
5	—	101AC R/K Refl Pan 6" Plug in Element	19,621	2.51	49,248.71
6	—	1800 E-Z Foil 12-pk Elec Burner Bibs	18,168	2.42	43,966.56
7	—	106AC R/K Rfl Pn 8" GE and Htpnt	24,169	1.79	43,262.51
8	—	105AC R/K Rfl Pn 6" GE and Htpnt	30,430	1.34	40,776.20
9	12	104 L/J EZV Adjustable Roast Rack	5,462	7.19	39,271.78
10	—	730 E-Z Foil 1-ea Lrg Rk-Rst w/dsply	15,409	2.51	38,676.59
11	—	2901 Gemco Glss/Prk 8-cp Ast Clr	3,478	10.79	37,527.62
12	—	1820 E-Z Foil 6-pk Lrg Loaf Pan	13,956	2.42	33,773.52
13	—	20-B Mart Wood Cutting Bd 14x20"	2,940	11.15	32,781.00
14	—	NF-4350 Tric Filt Disc 3.5"	17,435	1.88	32,777.80
15	—	18 Mart Wood Cutting Board 12x16"	3,746	8.54	31,990.84

(Continued on page 58)

Clean Scandinavian lines,
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HOUSEWARES

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
Plastics					
1	8	1048 Clipper Spray Bottle pint	28,030	1.43	40,082.90
2	4	60061 Cadence Stemtrak Clear Acrylic	5,775	5.84	33,726.00
3	2	156 Freezette Uprite Set (3) 1 qt	10,186	2.96	30,150.56
4	3	154 Freezette Uprite Set (5) 1 pt	10,062	2.96	29,783.52
5	7	2757 Superseal 2 qt Decanter Clear	14,677	1.88	27,592.76
6	5	155 Freezette Uprite Set (4) 1.5 pt	8,985	2.96	26,595.60
7	11	T-94187 Frzt ½-gl Ptch w 4 Tmblrs	9,647	2.42	23,345.74
8	—	3622 BB Contico Decorator Spr Btl qt	7,824	2.69	21,046.56
9	—	377 Arrow Turkey Platter w display	4,680	4.49	21,013.20
10	—	158 Freezette Uprite Container 1 gal	7,853	251	19,711.03
11	—	51 Arrow "Ice Quick" Ice Tray Blue	17,316	1.07	18,528.12
12	9	109 Arrow Rainbow Tumblers 16 oz	25,248	0.71	17,926.08
13	—	1024 Clipper Spray Bottle qt	9,264	1.79	16,582.56
14	6	153 Freezette Uprite Set (6) ¾ pt	5,580	2.96	16,516.80
15	—	189 Arrow Colander 4-qt Asst	10,682	1.52	16,236.64
Cookware					
1	13	26030 Wear-Ever Pref Slv 10" Chf Fr Pn	10,526	10.79	113,575.54
2	1	0707 Gn Hswr "Granite" Cnr w rk 21 qt	4,457	19.34	86,198.38
3	—	26028 Wear-Ever Pref Slv 8" Chf Fr Pn	9,618	8.54	82,137.72
4	8	W0786-34 Mir Wrtmr Slv 10" St Pn	6,336	12.59	79,770.24
5	—	W1788-34 Mirro Wrtmr 7-pc Slv Set	1,171	60.29	70,599.59
6	10	64110 Ekco B-S lg Cookie Sheet 17x11	16,676	4.22	70,372.72
7	11	51199 Nordic 12c Formed Bundt Asst	8,412	8.09	68,053.08
8	4	2701 Revere SS CB ktl Whist 2.3 qt (6)	2,932	20.70	60,692.40
9	9	64100 Ekco B S Md Ck Sht 15x10	14,413	3.86	55,634.18
10	—	26032 Wear-Ever Prf Slv 12" Chf Fr Pn	3,855	12.59	48,534.45
11	6	3501 Revere SS CB Ktl Whist 3.5 qt (6)	1,758	27.00	47,466.00
12	—	64330 Ekco B S Obl Util Pn 13x9	11,808	3.95	46,641.60
13	—	99122 Ekco B-S Pn Ck Dsply 48 pc	230	185.33	42,625.90
14	—	3867 Revere C C Set 7 pc (1)	350	119.25	41,737.50
15	15	0509 Gn Hswr "Grnt" Ovl Rstr 15-18 lb	3,051	13.49	41,157.99

(Continued on page 63)

PMA®

PRODUCT MOVEMENT AUDIT

Price Promos

(Continued from page 57)

However, Corning's Visions amber glass cookware line has also met a good reception since its late 1983 debut, thanks to its styling and packaging, and should be a leading design for the manufacturer.

Cookware is dominated by products coated with SilverStone, particularly the Wear-Ever Preferred fry pans, Mirro pans and seven-piece set. General Housewares' 21-qt. canner is in second place because of the sales surge during the three-month canning period.

In teakettles, consumers plainly want durability and style. They're buying Revere, feeling that old-fashioned looks aren't out of fashion.

Bakeware is still led by Ekco's Baker's Secret line, which has its own nonstick surface and grew out of an earlier professional product.

Microwave activity should continue at a good pace as consumers discover how versatile cooking with these ovens can be. Ovens are becoming smaller in size, but that's yet to affect cookware or accessories offerings.

Nordic Micro-Go-Round still heads the list, which is dominated by Nordic, Anchor Hocking and Corning. Rubbermaid's new eight-piece microwave set, second on the list, indicates penetration this manufacturer will strive for using extensive promotions.

Among Rubbermaid's other products, its runaway best seller is the Roughneck round garbage can, 32- and 30-gal. sizes. Smaller sizes aren't only less convenient to use, but also some municipalities do not allow their sanitation departments to pick up different size cans.

In glassware and tableware, Durand's imported Rosaline assortment is a clear-cut leader with its coordinated wine and table glasses, plates, dinnerware and salad sets. Tinted pink, with soft ripples, has won

(Continued on page 60)

GUESS WHICH PRODUCT TOOK A 1400% SALES LEAP IN ONLY TWO YEARS.

The Wilkinson Sword Self-Sharpening Knife. Among mass merchandisers and catalog showrooms, its sales have increased an amazing 1400% since 1981.

Surprised?

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In fact, since 1981, the Wilkinson Sword Self-Sharpening Knife has been the only kitchen cutlery advertised on network TV. And we have consistently outspent all competitors.

And there's more to come.

Because in 1984, this knife will once again be seen by millions on both network and cable TV. Plus a multimillion-impression print campaign in magazines like *People, Bon Appetit, Reader's Digest* and more. And support will be concentrated in key selling periods like spring and the holidays.

But it takes more than advertising to make people buy.

The Wilkinson Sword Self-Sharpening Knife is a product people want. Research has indicated that. And sales have proven it. For example, in Australia, where the product originated, the knife is now in over 85% of all households. And it's fast becoming the favorite knife in American households, too.

So stock the Wilkinson Sword Self-Sharpening Knife. Its sales will continue to leap. And that can help you get the jump on your competition.

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HOUSEWARES

10th Annual PMA

Microwave

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	62304 Nordic Micro-go-round	5,563	50.39	280,319.57
2	—	8534 Rubbermaid Micro 8-pc Dlx Set	2,102	41.39	87,001.78
3	2	M400127 Anchor Hckng Micr 5-pc St	2,500	33.29	83,225.00
4	7	MW-A10S Corning 10" Cv Brwng Skl	1,943	29.69	57,687.67
5	3	63204 Nordic Micro Bacon/Meat Rck	6,460	8.09	52,261.40
6	6	MW-2-S Corning Micro Brwnng Grll	1,656	31.49	52,147.44
7	—	P 150GPC Crnng Grb-it Wlgls & Pls Cv	6,093	8.54	52,034.22
8	5	PM469/T1 Anhr Hkg Mc Bn Rck 12x10	5,637	7.64	43,066.68
9	—	A600112 Anhr Hkg Mcrtrntb Sp Pwr	1,078	38.33	41,319.74
10	15	M400126 Anhr H Mcr Pppr/Stmr/Rster	2,999	12.59	37,757.41

Rubbermaid

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	2894-C Rghnck Rnd Cn 32-gl Chclt	6,766	22.49	152,167.34
2	—	2863-95 Ice Tray (1) Blue Blk pk	90,360	0.98	88,552.80
3	3	2965-C Rctnglr Lndry Bskt Chclt	10,481	6.02	63,095.62
4	8	2937-AL Twin Turntable Almond	13,078	4.76	62,251.28
5	10	2965-AL Rctnglr Lndry Bskt Almond	10,193	6.02	61,361.86
6	9	2858-C Step-on Wst Bskt Chclt	4,487	13.49	60,529.63
7	4	2936-AL Single Trntbl Almond	21,732	2.69	58,459.08
8	—	2858-AL Step-On Wst Bskt Almond	4,189	13.49	56,509.61
9	—	2979-C Rghnck Rctglr Cn 30-gl Chclt	2,477	22.49	55,707.73
10	13	2845-C Small Rctnglr Wstbskt Chclt	10,697	5.03	53,805.91

Pyrex

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	233 3-qt Oblong Bake Dish	34,894	7.19	250,887.86
2	5	5000 Bake-N-Store Set	11,735	16.64	195,270.40
3	4	516 16-oz Liquid Measure	50,753	3.41	173,067.73
4	2	234 4 qt Oblong Bake Dish	13,131	9.44	123,956.64
5	7	232 2-qt Oblong Bake Dish	17,911	6.11	109,436.21
6	8	508 8-oz Liquid measure	37,273	2.69	100,264.37
7	—	704 4-qt Oval Baking Dish	5,843	12.59	73,563.37
8	—	703 3-qt Oval Covered Casserole	5,836	12.59	73,475.24
9	10	463-D 6-oz Custard Cup 4 pk	18,844	3.86	72,737.84
10	11	532 32-oz Liquid Measure	13,672	4.94	67,539.68

Cleaning/Chemicals

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	29-3401 Emp 108-pc Mny Svr Brsh Dl	170	154.55	26,273.50
2	—	900 Nat c/brm (20%) Economy-4 Sew	6,443	4.04	26,029.72
3	5	045 Quickie Automatic Sponge Mop	3,114	7.37	22,950.18
4	4	1185 Roll-O-Matic Sponge Mop	1,856	10.97	20,360.32
5	—	T-16 F&G Vac Bag Eureka Uprights (2)	20,052	0.90	18,046.80
6	8	7 White 16-in Black Dustpan	2,868	5.93	17,007.24
7	—	44021 Doozy Mini-Blind Wand	4,324	3.86	16,690.64
8	3	19-645 Ballonoff Copper Dustpan	9,816	1.70	16,687.20
9	2	7274 O-Cel-O Spng Hnd SZ4 pk/8P40	16,128	0.98	15,805.44
10	11	901 White 12" Black Dustpan	5,076	3.05	15,481.80

Source: Bacar, distributor, San Jose, Calif., for calendar 1983, covering 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.

PMA®

PRODUCT MOVEMENT AUDIT

Price Promos

(Continued from page 58)

favor for its styling and value. Corning's Corelle and Cornerstone also make a strong showing in tableware.

The major trend in glassware is toward bulk sales, particularly among the better imports, despite retail handling problems at checkout. Consumers are able to buy the glasses they need without paying for extra packaging.

Food storage containers account for much of our activity in plastics, taking up 6 of the first 10 listings. Rubbermaid's announced entry into the segment is bound to have impact on Eagle, Republic and other suppliers.

The Cadence Stemtrak clear acrylic glass holder has proven quite popular for people with home bars who choose to display stemware as in public bars. It's our No. 2 item, up from fourth a year earlier, even though its average retail price is $5.84, a full $1.35 greater than the next costliest plastic item among the leaders.

Among gadgets, a vibrant new item is the Gemco glass percolator. It filled a void left when Pyrex pulled its product about a year ago. We see some consumers moving back to glass percolators from drip coffeemakers because they're inexpensive and easy to use on the stovetop.

The Swing-A-Way can opener holds the top three listings, and range reflector pans are strong because of their continual replacement business.

The sleeper of cleaning supplies in 1983 was the Doozy MiniWand for cleaning miniblinds. It took eighth place. Topping the list, however, is a new assortment of Empire brushes, all offered at the same price.

In closet and storage, colored plastic hangers showed off their promotional abilities last year, and took 3 of the top 4 listings.

When you carry the Motorcraft line, you get all the support you need to make your selling job easier. We call it Accelerate '84. A wide range of programs to help back your sales effort and send your profits skyrocketing.

PACEMAKER

With Pacemaker, you earn prize points from your Motorcraft purchases that can be redeemed for anything from summer or fall trips to thousands of quality gifts from our Executive Collection Catalog. Or you can use your Pacemaker prize points for advertising or point-of-purchase material. You can even get Ford or Lincoln-Mercury cars. Or Holiday Inn Guest Certificates to sponsor sales meetings just about anywhere in the world.

INCENTIVE TRAVEL

You can earn Incentive Travel points from your Motorcraft purchases for group travel programs or create your own "mini" or Fall travel package. Points can be redeemed for trips to Las Vegas, Puerto Vallarta, Hawaii, Toronto, Orlando or Montreal.

INVOLVEMENT BONUS PROGRAM

A great way to help the jobber build store traffic or a new accounts Grand Opening event. It includes everything from extended credit terms, "Budweiser King" mini-car promos, ad co-op allowances and a complete merchandising kit full of eye-grabbing Motorcraft materials.

ADVERTISING AND RETAIL SUPPORT

It's all supported by a full-scale Motorcraft advertising campaign telling the consumer the Motorcraft story in TV, radio and four-color magazine ads. Plus the usual co-op advertising allowances you can use to point customers in the right direction. Especially important when Motorcraft is running consumer advertising offering up to **$6.50 in refunds** on selected products.

Accelerate your sales in '84. To get all the details and all the back-up you need, contact your Motorcraft representative or call 1-800-521-4114. In Michigan, call 1-800-484-4102.

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HEALTH & BEAUTY AIDS

10th Annual PMA

PRODUCT MOVEMENT AUDIT

Tie-ins With Mfr. 'Events' Hypo Sales

By M. Raymond Prendergast
President,
Boston Distributors

New products and manufacturers' expanded advertising budgets promise to spur continued sales growth in health and beauty aids during 1984.

Retailers can increase their share of the $23 billion-plus market by reacting quickly to new products. For example, this year mass merchants should develop strong merchandising programs for the emerging hair-styling mousse category. Chains can further pump up sales by tieing in ads and in-store displays with H&BA manufacturers' event-oriented ad campaigns.

In 1983 "event' advertising programs planned by manufacturers proved a helpful tool toward retail sales gains. The "events" involved manufacturers' peak spending on national television advertising timed around a freestanding insert or coupon drop.

Our retail clients who last year featured endcap and case-stack displays of an item during the manufacturers' "event" as much as doubled sales of the item for the promotional period.

Sales Up

Boston Distributors' No. 1 volume H&BA category, deodorants, was positively impacted by "event" promotions last year. Our sales increased 8% during 1983, despite the lack of a significant new entry.

Procter & Gamble, maker of 7 of the 15 top-selling deodorants, led in that sales growth. Its Secret solid moved into the top volume slot for the year, reflecting solid/stick deodorants outscoring of roll-ons and aerosols in '83.

This year, the trend toward solids and stick—now 35% of the market—is expected to continue, although not without challenge. Bristol-Myers is planning a strong two-pack promotion of its Ban roll-on. By summer the deodorant competition will heat up further as both Shulton and Gillette launch promotions for their entries.

In shampoo, the competition can't get much hotter. The unprecedented number of new entries should help generate banner sales in the category this year. Revlon, for example, is going after the "clinical" positioning with its HDR (Hair's Daily Requirement). Lever Brothers is taking a more general cleansing/conditioning tack in marketing Dimensions. Johnson & Johnson is pinpointing the over-40 age group with its Affinity. Other hair care manufacturers, including Clairol and LaMaur, are also

(Continued on page 66)

Toothpaste

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	3	Aqua Fresh Toothpaste 6.4 oz	275,004	1.58	349,188
2	1	Crest Toothpaste Regular 6.4 oz	151,408	1.58	241,121
3	2	Crest Toothpaste Mint 6.4 oz	139,120	1.58	227,781
4	8	Aim Toothpaste Regular 6.4 oz	184,068	1.58	207,597
5	4	Crest Toothpaste Gel 6.4 oz	120,696	1.58	193,443
6	5	Colgate Toothpaste Regular 7 oz	117,012	1.58	159,846
7	7	Colgate Toothpaste Gel 6.4 oz	113,508	1.58	156,602
8	19	Aqua Fresh Toothpaste 8.2 oz	103,752	1.88	149,582
9	10	Crest Toothpaste Regular 8.2 oz	74,004	1.88	121,778
10	6	Close Up Toothpaste Regular 6.4 oz	97,980	1.58	117,964
11	12	Crest Toothpaste Gel 8.2 oz	69,240	1.88	114,160
12	—	Pepsodent 8.3 oz	105,636	1.49	98,455
13	14	Aim Toothpaste Mint 6.4 oz	80,460	1.58	98,321
14	9	Crest Toothpaste Mint 8.2 oz	56,196	1.88	96,139
15	15	Gleem II Toothpaste 7 oz	44,124	1.69	68,716

Mouthwash

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Listerine Antiseptic 32 oz	162,798	2.99	420,090
2	3	Scope Mouthwash 24 oz	140,460	2.49	302,694
3	2	Scope Mouthwash 40 oz	48,384	3.78	156,094
4	6	Signal Mouthwash 32 oz	44,928	2.69	88,556
5	7	Listerine Antiseptic 18 oz	38,592	2.38	77,208
6	4	Signal Mouthwash 24 oz	37,680	2.34	74,092
7	8	Scope Mouthwash 18 oz	36,780	2.28	70,346
8	14	Listermint Mouthwash 24 oz	28,278	2.99	68,920
9	5	Cepacol Mouthwash 24 oz	27,720	2.99	66,461
10	11	Listerine Antiseptic 24 oz	25,296	2.75	62,873
11	9	Listerine Antiseptic 12 oz.	36,504	2.14	58,660
12	10	Scope Mouthwash 12 oz	37,644	1.89	55,598
13	—	Act Dental Rise 12 oz	29,770	2.49	52,574
14	38	Scope Mouthwash 6 oz	39,636	1.38	38,796
15	24	Fluorguard Mouthwash 16 oz	17,028	2.59	33,764

Analgesics

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	14	Tylenol Tablets X-Strength 60's	89,964	2.87	228,575
2	5	Tylenol Tablets X-Strngth 100's	59,706	4.28	221,501
3	1	Bufferin Tablets 100's	74,706	2.97	197,113
4	2	Anacin Tablets 100's	65,778	2.99	180,110
5	4	Tylenol Capsules X-Strngth 50's	69,276	2.87	175,941
6	3	Tylenol Capsules X-Strngth 100's	35,178	5.82	167,856
7	6	Excedrin Tablets 100's	52,128	3.49	165,544
8	9	Tylenol Tablets 100's	52,698	3.27	154,999
9	8	Bayer Aspirin Tablets 100's	79,464	1.99	137,380
10	10	Anacin Tablets 200's	22,314	5.99	116,755
11	12	Tylenol Tablets X-Strngth 30's	55,686	2.38	98,380
12	24	Excedrin Tablets 60's	35,124	2.86	84,354
13	20	Tylenol Chewable 30's	41,790	2.18	70,384
14	11	Ancn 3 Asprn Fr Mx-Strngth Tblts 60's	26,100	2.99	64,251
15	—	Ancn 3 Asprn Fr Mx-Strngth Tblts 100's	18,186	4.28	62,071

Ethnic Products

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Carefree Curl Moisturizer 12 oz	65,163	4.05	175,980
2	—	Carefree Curl Moisturizer 16 oz	49,795	5.02	167,012
3	3	Carefree Curl Moisturizer 8 oz	73,942	2.92	144,522
4	2	Dark-n-Luvly Relaxer Kit	28,814	5.71	109,708
5	4	Carefree Curl Activator 12 oz	36,051	4.42	106,294
6	6	Carefree Curl Activator 8 oz	45,948	3.21	98,440
7	—	Carefree Curl Activator 16 oz	21,730	5.34	77,247
8	5	Sta Sof Oil X-Dry Sheen Spray 16 oz	25,643	4.00	68,535
9	—	Sof-n-Free Curl Moisturizer Spray 16 oz	18,438	4.21	51,787
10	—	Sta Sof Oil X-Dry Sheen Spry Rfll 32 oz	11,141	6.06	45,035
11	—	Classy Curl Curl Kit	7,987	8.23	43,838
12	—	Pro Line Curly Kit	8,196	7.29	39,869
13	11	Sta Sof Oil X-Dry Sheen Spray 8 oz	21,483	2.61	37,445
14	14	Sta Sof Fro Curl Moisturizer 12 oz	14,057	3.84	35,916
15	7	TCB Easy Curl Activator 6 oz	14,940	3.28	32,683

(Continued on page 66)

POWER PLAY

DISCOUNT STORE NEWS
CONSUMER ELECTRONICS
SHOW ISSUE, JUNE 11TH

If there's one field that's as highly energized as consumer electronics, it's discount retailing. Today discount retailing accounts for 32% of total retail consumer electronics sales. It's a $7.3 billion market. And no one's plugged into that market like DISCOUNT STORE NEWS. **The June 11 Consumer Electronics Show Issue** is the way to send your message to corporate officers, merchandise managers, buyers and store managers in all the major discount chains including such giants as K mart, T.G. & Y., Target, Caldor and Wal-Mart. Plus the catalog showroom chains like Best Products, Service Merchandise and specialty discounters like Pacific Stereo.

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Supplement your booth at the show with a message in this special issue. You get a bonus distribution at the show and you reach those who don't attend, too. It's a sure way to make extra points. Reserve your space now.

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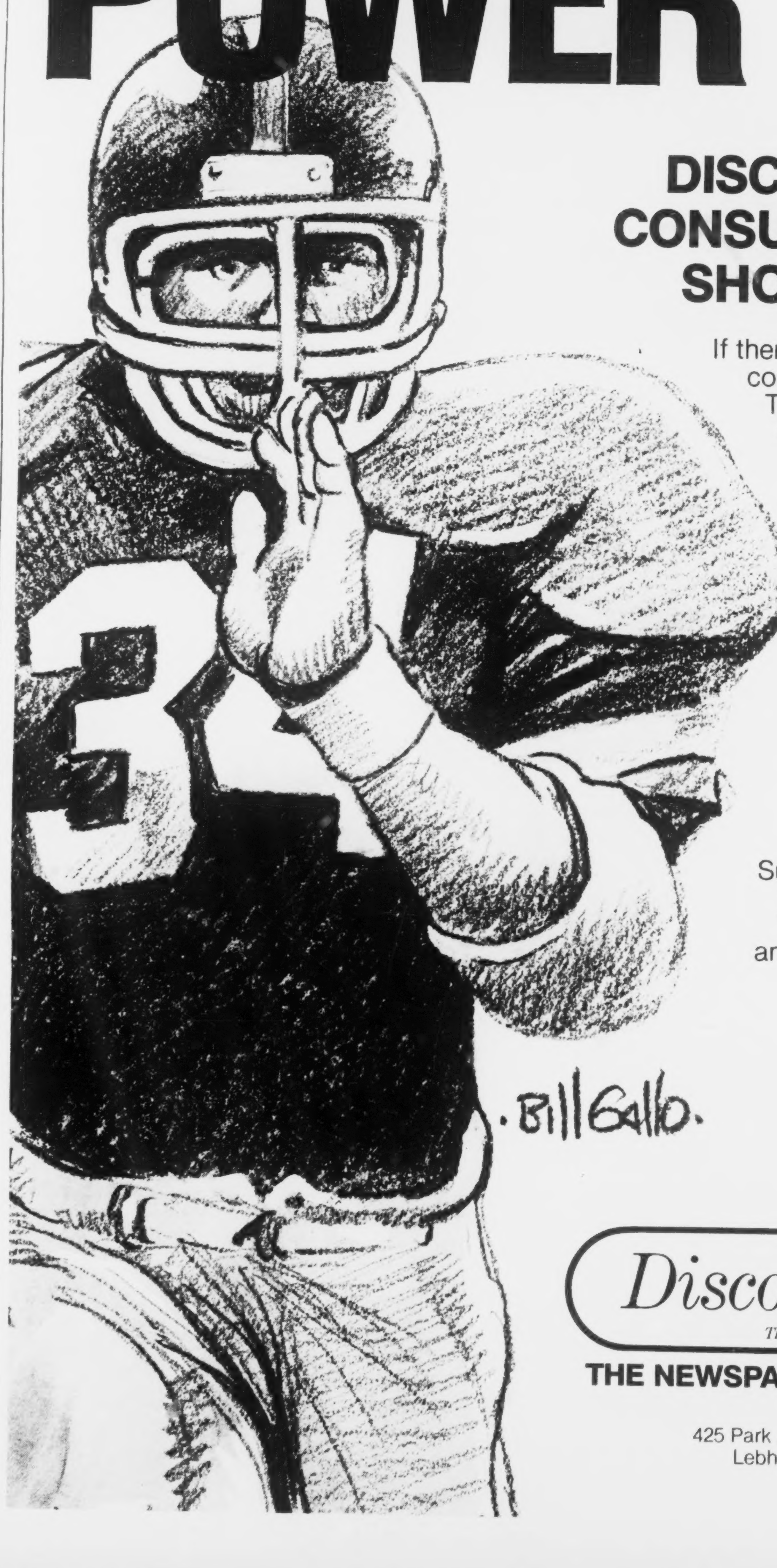

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HEALTH & BEAUTY AIDS

10th Annual PMA

Vitamins

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Centrum Vitamins 130's	83,213	7.59	525,752
2	2	Theragram M Tablets 130's	11,382	6.99	77,346
3	13	Vita Fresh E 400 IU 100's	35,970	2.99	61,420
4	22	One-a-Day With Minerals 60's	13,467	4.68	50,056
5	5	Z Bec 60's	9,930	5.68	44,025
6	8	Geritol Tablets 100's	6,758	7,98	41,827
7	—	One-a-Day With C 100's	11,158	4.78	40,399
8	19	Flintstones with Iron 100's	9,484	5.82	37,751
9	9	Myadec Capsules 130's	4,642	8.49	35,637
10	3	Stresstab With Iron 60's	7,140	6.32	35,129
11	—	Flintstones Complete Vitamin 60's	8,139	4.98	30,568
12	18	Stresstabs 600 Regular 60's	6,660	5.99	30,267
13	23	Allbec With C Capsules 100's	7,115	5.99	28,622
14	56	Centrum Jr. With Iron 60's	8,070	4.38	27,235
15	7	One-a-Day With Iron 100's	6,774	5.86	27,189

Cold Products

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Nyquil Nightime Medicine 10 oz	27,204	4.38	112,469
2	2	Nyquil Nightime Medicine 6 oz	43,764	2.69	110,340
3	3	Contact Capsules 10's	45,756	1.99	89,256
4	11	Dristan Tablets 24's	40,728	2.49	85,614
5	5	Contac Capsules 20's	24,198	3.68	81,413
6	7	Dristan Tablets 50's	20,238	4.58	79,387
7	4	Halls Mentholyps Bags 30's	109,392	0.99	76,744
8	6	Afrin Spray 15 CC	34,038	2.89	70.203
9	19	Sudafed Tablets 30 MG	42,667	1.97	62,271
10	9	Primatine Mist Refill 15 CC	13,452	5.97	59,614
11	15	Triaminic Expectorant 4 oz	25,668	3.18	58,049
12	—	Drixoral 12 Hour SA Tablets 10's	26,370	2.99	57,621
13	10	Dristan Tablets 100's	8,917	7.86	56,801
14	8	Halls Cherry Bags 30's	78,720	0.99	55,727
15	14	Halls Honey-Lemon Bags 30's	78,456	0.99	55,239

Deodorants

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4	Secret Solid AP Regular 2 oz	79,416	2.18	141,950
2	1	Right Guard Deodorant 10 oz	56,142	2.99	139,296
3	3	Ban Roll On Regular Deodorant 2.5 oz	56,742	2.69	121,623
4	6	Sure Regular Deodorant 6 oz	50,064	2.99	118,557
5	2	Ban Roll On Regular 1.5 oz	83,376	1.69	114,150
5	5	Sure Solid AP Regular 2 oz	66,000	2.18	114,049
7	8	Old Spice Stick Deodorant 2.5 oz	77,598	1.69	102,638
8	10	Mennen Speed Stick Regular 2.5 oz	68,244	1.69	97,346
9	7	Dry Idea Roll On Regular 2.5 oz	36,444	2.99	89,610
10	9	Sure Solid AP Unscented 2 oz	46,680	2.18	80,279
11	13	Secret Solid AP Unscented 2 oz	42,876	2.18	75,768
12	14	Brut 33 Deodorant Stick 2.5 oz	73,032	1.49	71,093
13	19	Sure Unscented Deodorant 6 oz	29,514	2.99	69,240
14	16	Secret Roll On Regular 2.5 oz	35,256	2.69	69,087
15	15	Sure Roll On Regular Deodorant 2.5 oz	34,614	2.69	67.206

Sanitary Napkins

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Tampax Super 40's	135,072	2.79	348,083
2	5	Stayfree Super Maxi Pads 30's	93,420	3.19	264,311
3	2	Tampax Original Regular 40's	90,696	2.79	233,887
4	6	Stayfree Regular Maxi Pads 30's	82,692	3.19	230,787
5	8	Stayfree Deodorant Maxi Pads 30's	71,472	3.19	200,907
6	4	Tampax Super Plus 40's	75,570	2.79	195,263
7	3	Tampax Slender Regular 40's	70,554	2.79	183,992
8	20	New Freedom Maxi Pads 30's	40,048	3.19	122.012
9	9	Sure & Natural Maxi Shields 30's	36,396	3.69	117,461
10	13	Playtex Deodorant Tampons Spr 28's	42,108	2.89	109,656
11	11	Playtex Deodorant Tampons Rglr 28's	39.600	2.89	104,421
12	8	Carefree Panty Shields 30's	45.558	2.59	98,266
13	10	Carefree Deodorant Panty Shields 30's	43.308	2.59	94,134
14	14	Tampax Maxi Thin Pads 30's	26,640	3.69	86,673
15	32	Lightdays Nondeodorant Pntlnrs 30's	37,728	2.49	75,018

(Continued on page 67)

PRODUCT MOVEMENT AUDIT

Mfr. 'Events'

(Continued from page 65)

rolling out new shampoo lines.

Last year Revlon's flex held onto its top volume spots (1 & 2) on our PMA due to trade promotion programs. Head & Shoulders—the best seller nationwide—held the Nos. 3, 4, 9 and 12 slots. This year, however, stronger trade allowances and a revamped prepack selection could move Head & Shoulders to the top of our chart.

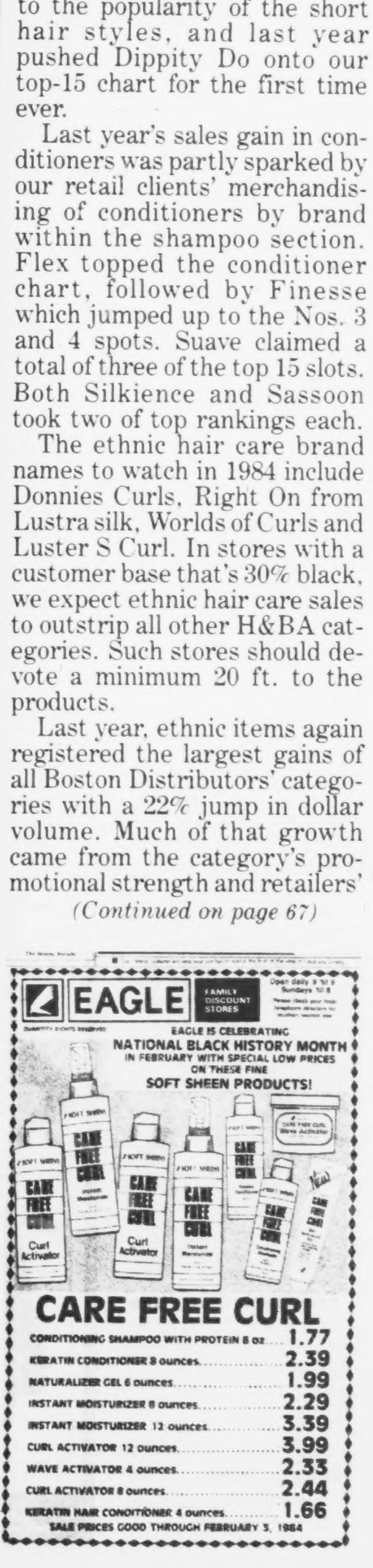
We expect more sales growth in hair conditioners than in shampoos for 1984, thanks to many manufacturers' introduction of styling mousse. (Boston categorizes the new foams for styling short hair styles with liquid hair conditioners and gels.) Styling mousse should be among H&BA's top growth segments this year; it is geared to the popularity of the short hair styles, and last year pushed Dippity Do onto our top-15 chart for the first time ever.

Last year's sales gain in conditioners was partly sparked by our retail clients' merchandising of conditioners by brand within the shampoo section. Flex topped the conditioner chart, followed by Finesse which jumped up to the Nos. 3 and 4 spots. Suave claimed a total of three of the top 15 slots. Both Silkience and Sassoon took two of top rankings each.

The ethnic hair care brand names to watch in 1984 include Donnies Curls, Right On from Lustra silk, Worlds of Curls and Luster S Curl. In stores with a customer base that's 30% black, we expect ethnic hair care sales to outstrip all other H&BA categories. Such stores should devote a minimum 20 ft. to the products.

Last year, ethnic items again registered the largest gains of all Boston Distributors' categories with a 22% jump in dollar volume. Much of that growth came from the category's promotional strength and retailers'

(Continued on page 67)



EAGLE FAMILY DISCOUNT STORES

EAGLE IS CELEBRATING NATIONAL BLACK HISTORY MONTH IN FEBRUARY WITH SPECIAL LOW PRICES ON THESE FINE SOFT SHEEN PRODUCTS!

CARE FREE CURL

CONDITIONING SHAMPOO WITH PROTEIN 8 oz	1.77
KERATIN CONDITIONER 8 ounces	2.39
NATURALIZER GEL 6 ounces	1.99
INSTANT MOISTURIZER 8 ounces	2.29
INSTANT MOISTURIZER 12 ounces	3.39
CURL ACTIVATOR 12 ounces	3.99
WAVE ACTIVATOR 4 ounces	2.33
CURL ACTIVATOR 8 ounces	2.44
KERATIN HAIR CONDITIONER 4 ounces	1.66

SALE PRICES GOOD THROUGH FEBRUARY 5, 1984

Ethnic hair care was spotlighted in an ad by Eagle, Miami. The promo was tied in with Black History month to pull black customers.

Introducing Three Profitable Packages

- Hod & Shovel Set
- Ash or Charcoal Container & Shovel Set
- Coal or Charcoal Carrier & Shovel Set

GSW Jackes-Evans has combined quality manufacturing with the most effective packaging in the industry. The result is a line of hearth accessories that sells itself.

Full-color graphics make a big impression. Alternative uses are displayed prominantly on the package, producing impulse purchases.

GSW Jackes-Evans Hearth Accessories help you use that empty floor space to make money. Our packages form an eye-catching dump display, and will promote sales in home and garden, gift, houseware or hardware departments. Their sales potential is limitless.

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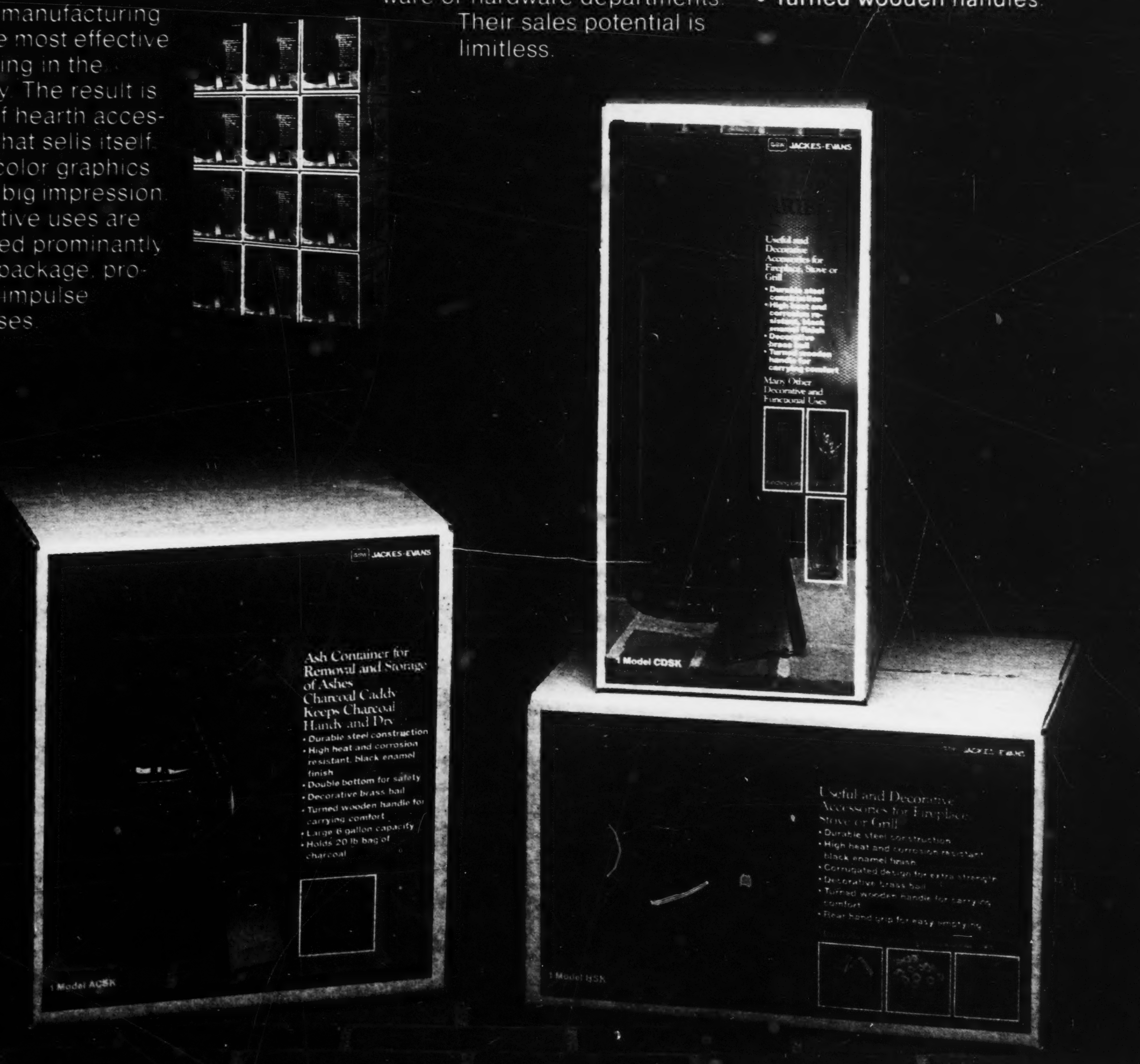
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HEALTH & BEAUTY AIDS

10th Annual PMA

PMA ®

PRODUCT MOVEMENT AUDIT

Mfr. 'Events'

(Continued from page 66)

quicker reaction to new products and lines. Carefree Curl claimed six of the top seven spots, with Dark 'N Luvly dropping to No. 4. M&M has a total of six sku's among the 15 top ethnic hair care items, with its Sta So Fro and Soft N Free lines.

Professional beauty products also chalked up a 20%-plus gain last year. This year we expect continued gains. The brands pegged for gains in 1984 include Aussie Mega, Tenax and Jherri Rhedding's styling mousse.

In our No. 2 volume category, analgesics, Bristol-Myer's Datril is off to a fast start for 1984. Last year, McNeil's Tylenol managed to hold onto its dominance of the category with 7 of the top 15 spots. That brand was backed by lucrative promotional allowances designed to boost its recovery from the widely publicized sabotage.

Anacin-3 from Whitehall captured two of the top positions on the analgesic PMA, demonstrating the growth of non-aspirins last year. Another non-aspirin, Tylenol chewable for children, jumped from No. 20 to No. 13. Similarly, Excedrin 60's rose from No. 24 to No. 12.

More Winners

The cough/cold entry expected to make inroads in 1984 is Actifed, from Burroughs Wellcome. That company's Sudafed, which like Actifed, was switched from prescription to OTC, jumped from 19 to 9 on our chart last year. Drixoral is another cold product that successfully made the switch to OTC last year and claimed the No. 12 spot.

Contac, our perennial cold remedy leader until 1982, dropped to the No. 3 position last year, mainly because of the advancement of the newly approved OTC products.

Other H&BA categories pegged for significant sales growth in 1984 include the feminine hygiene market, which will be hyped by the new Today Contraceptive Sponge. If that entry remains clear of association with toxic shock syndrome, it could be one of the top-selling products of the year.

The sanitary napkin segment of the category will pick up sales this year, as both Tampax and Kimberly Clark launch versions of the extra thin maximum-protection pads.

In fact, the entire personal protection market is expanding as manufacturers push the multiple-product concept in advertising. Similarly, manufacturers are offering retailers bonus allowances for promoting two items together at one time—a panty shield and thin pad, for example.

F.D.A. ruling on caffeine products isn't expected to hinder continued growth in the diet aid category this year. The category rebounded with a 20% plus sales gain in 1983.

Creme Rinses & Conditioners

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Flex Conditioner Balsam w Body 15 oz	108.936	1.79	164,299
2	2	Flex Conditioner Balsam Regular 16 oz	80,688	1.79	120,557
3	10	Finesse Conditioner Extra Body 11 oz	43.956	2.48	85,008
4	12	Finesse Conditioner Regular 11 oz	39,768	2.48	77,182
5	3	Flex Conditioner Dry & Damaged 15 oz	40,158	1.79	61,326
6	16	Vidal Sassoon Finish Rinse G-62 12 oz	22,836	2.88	49.251
7	4	Silkience Conditioner Extra Body 15 oz	22,656	2.88	48,972
8	28	Faberge Organic Conditioner 15 oz	52,038	1.39	46,136
9	17	Suave Moisture Cond X Bdy 16 oz	41,436	1.49	43,725
10	37	Suave Blsm & Prtn Cond X Bdy 16 oz	40.620	1.49	42,321
11	—	Flex Conditioner Oily 20 oz	27,996	1.99	41,932
12	32	Suave Balsam & Protein Cond 16 oz	31.530	1.49	32,994
13	20	Silkience Conditioner Regular 15 oz	15.048	2.88	32,116
14	13	Vidal Sassoon Rmst Crm G-95 4 oz	13.956	2.88	30.496
15	21	Dippity-Do Extra Hold 8 oz	15.450	2.68	30.268

Shampoo

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Flex Shampoo Normal 15 oz	147,936	1.79	222.635
2	2	Flex Shampoo Extra Body 16 oz	121,770	1.79	184,694
3	4	Head & Shoulders Lotion 15 oz	52,020	3.49	153.918
4	6	Head & Shoulders Cond Ltn 15 oz	43,476	3.49	127,971
5	3	Flex Shampoo Oily 16 oz	74,532	1.79	112,867
6	8	Prell Shampoo Normal Oily 16 oz	49.290	2.63	100,440
7	—	Vidal Sassoon Sham Cond 2 pk 16 oz	53.688	2.18	89,526
8	5	Flex Shampoo Dry & Damaged 15 oz	57,438	1.79	87,338
9	21	Head & Shoulders Reg Ltn 11 oz	40.308	2.58	86,059
10	—	Finesse Shampoo Extra Body 11 oz	43,488	2.48	81,460
11	7	Faberge Organic Shampoo 15 oz	89.876	1.39	80,460
12	14	Head & Shoulders Cond Ltn 11 oz	36,084	2.58	78,563
13	—	Finesse Shampoo Regular 11 oz	38,418	2.48	72,502
14	12	Vidal Sassoon Shampoo 12 oz	27,912	2.85	62.886
15	9	Silkience Shampoo Extra Body 15 oz	26,820	2.88	58.260

Medicated Skin Care Products

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	4	Buf-Puf #91012	24,256	2.55	45,874
2	2	Oxy 10 Medication 1 oz	16,446	3.51	42,669
3	5	Clearasil Ointment 1 oz	15,690	3.44	39,941
4	7	Clearasil Vanishing Formula 1 oz	13,752	3.44	35,102
5	3	Sea Breeze Antiseptic 10 oz	13,398	3.10	30,868
6	9	Phisoderm 16 oz	7,799	5.11	29,569
7	1	Stridex Pads 75's	14,028	2.60	27,126
8	14	Stridex Pads 42's	18,816	1.63	22,694
9	16	Phisoderm 5 oz	13,302	2.18	21,509
10	12	Oxy 5 Acne Medication 1 oz	8,616	2.82	18,036
11	8	Clearasil Ointment 0.65 oz	9,846	2.43	17,769
12	11	Fostex Soap 3.75 oz	11,112	2.16	17,740
13	10	Clearasil Vanishing Formula 0.65 oz	9,798	2.44	17,695
14	39	Sea Breeze Antiseptic 16 oz	5,736	4.14	17,610
15	—	Oxy 10 Wash 4 oz	6,486	3.52	16,907

Bar Soap

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Dial Bath Soap 1 wth 3 pck 5 oz	282.012	1.59	356,756
2	4	Ivory Soap 4 pack 3.5 oz	299.448	0.79	194,464
3	23	Lux Bath Soap 4.75 oz	505.680	0.33	119.755
4	—	Safeguard 4 pack	83.736	1.69	114,171
5	9	Dial Soap 1 pack 5 oz	260.712	0.53	96,325
6	—	Irish Spring Bath 3 pack 5 oz	71,664	1.69	95,144
7	10	Dove Bath Soap 4.75 oz	168,072	0.69	90.565
8	5	Coast Soap 2 pack 5 oz	124,344	0.86	88,212
9	14	Zest Bath Soap 3 pack 5 oz	62.244	1.69	85,066
10	—	Shield Deodorant Soap 5 oz	218,352	0.53	82,311
11	33	Dial Soap 1 pack 3.5 oz	333.864	0.33	82,099
12	8	Dial Soap 3 pack 3.5 oz	108,474	0.99	81,026
13	15	Jergens Soap 4 pack 3.5 oz	114,786	0.69	64,240
14	—	Ivory Bath Soap 3 pack 4.5 oz	79,416	0.78	47,604
15	17	Jergens Soap 5 pack 3 oz	67,680	0.83	45,087

Source: Boston Distributors for calendar 1983. Boston, based in Maple Heights, Ohio, supplies over 600 stores, including about 350 discount stores in 18 states. Average retail prices listed by the distributor reflect typical price points for discount stores.

The buck starts here.

Better service.

Amity is not only better known as a brand name, Amity is known for better service. For dependability. For follow-through. And for a national network of sales representatives who keep your sales headed in one direction. Up.

Better advertising.

This year, Amity introduces a new national consumer advertising campaign that features more products and more ads than ever before. Which means more people will be asking for Amity by name.

Plus, we have blockbuster promotions for the peak gift-giving periods. Which all adds up to greater awareness for the Amity name. Greater demand for Amity products. And greater sales for you.

Better displays.

Amity's high-impact packaging and merchandising displays are second to none.

They get attention. Stop traffic. And maximize impulse buying.

See Amity's new displays. And watch your profits soar.

Better products.

The Amity name has been on high quality leather products for almost 70 years. And we never stop upgrading.

We're the brand with exceptional new designs, exclusive leathers and innovative nylon products.

Better service, better advertising, better displays, better products. That's the Amity story. And it never ends.

Unexcelled quality at unexpected prices.

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CONSUMER ELECTRONICS

10th Annual PMA

Entertainment Software

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	*Q-Bopper* Disk C-64 (Accelerated)	1,397	25.66	35,850
2	*Q-Bert* Cartridge Atari (Parker Bros.)	746	41.92	31,269
3	*Frogger* Cartridge Atari (Parker Bros.)	696	41.66	28,998
4	*Flight Simulator* Disk IBM (Microsoft)	524	38.84	20,350
5	*Choplifter* Cartridge C-64 (Broderbund)	689	29.33	20,208
6	*Miner 2049er* Cartridge C-64 (Prentice Hall)	605	30.25	18,301
7	*Temple of Apshai* Disk C-64 (Autom Smltns/Epyx)	551	30.59	16,855
8	*Wizardry Proving Grounds* Disk Apple (Sir Tech)	385	38.77	14,925
9	*Jumpman* Disk C-64 (Autom Smltns/Epyx)	452	31.79	14,371
10	*Flight Simulator II* Disk Apple (Sblgc Cmnctns)	334	41.89	13,991
11	*Zaxxon* Disk Apple (Datasoft)	449	30.55	13,716
12	*Choplifter* Disk C-64 (Broderbund)	503	25.90	13,028
13	*Miner 2049er* Disk Apple (Micro Lab)	352	32.05	11,280
14	*Castle Wolfstein* Disk C-64 (Muse)	475	22.97	10,913
15	*Zork I* Disk Apple (Infocom)	353	30.32	10,703

Educational Software

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	*Professional Tour Golf* Disk C-64 (Spinnaker)	565	33.56	18,961
2	*Story Machine* Cartridge C-64 (Spinnaker)	608	29.93	18,199
3	*Facemaker* Cartridge C-64 (Spinnaker)	560	25.94	14,528
4	Rack with Cartridges C-64 (Spinnaker)	19	691.38	13,136
5	*Delta Drawing* Cartridge C-64 (Spinnaker)	431	30.14	12,991
6	*Kids on Keys* Cartridge C-64 (Spinnaker)	491	25.91	12,724
7	*Kindercomp* Cartridge C-64 (Spinnaker)	565	22.22	12,554
8	*Alphabet Zoo* Cartridge C-64 (Spinnaker)	487	25.58	12,457
9	*Master Type* Disk C-64 (Lightning)	382	30.84	11,782
10	*Master Type* Disk Apple (Lightning)	362	31.36	11,352
11	*Fraction Fever* Cartridge C-64 (Spinnaker)	430	26.08	11,215
12	*Typing Tutor/Word Invaders* Disk C-64 (Academy)	541	19.46	10,528
13	*Up for Grabs* Cartridge C-64 (Spinnaker)	337	29.41	9,911
14	*Dr. Logo* Disk IBM (Digital Research)	109	85.95	9,368
15	*Sargon III* Disk Apple (Hayden Software)	223	38.22	8,523

Accessories & Supplies

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	SDS Bulk 5¼" Disks (SDS)	69,213	1.50	103,820
2	Koala Pad Micro Illustrator, Apple	532	95.77	50,950
3	Flip N File (50) (Innovative Concepts)	2,457	19.25	47,297
4	SS/DD Unformatted Disk (Dennison Kybe)	1,941	21.28	41,304
5	Starfighter Joystick (Suncom)	981	37.98	37,260
6	Koala Pad Micro Illustrator, C-64	478	77.15	39,880
7	10-Pak SS/DD 5¼-in Disks (Dennison Kybe)	12,211	2.07	25,277
8	Joysticks (Wico)	1,177	20.36	23,959
9	Koala Pad Micro Illustrator, Atari	285	76.45	21,789
10	The Wire Tree (Network)	395	51.93	20,512
11	SS/DD Softsect Boxed (Maxell)	669	30.44	20,363
12	Computer Desk (Bush Industries)	176	110.62	19,468
13	SS/DD 10-Pac 50 + Disk (Winners)	859	20.35	17,479
14	Redball Joystick (Wico)	740	22.34	16,530
15	The Boss, Atari (Wico)	805	15.10	12,152

Hardware & Peripherals

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Color 1 Plus Monitor (Amdek)	1.524	298.00	454.329
2	MAI Board—IBM PC (Amdek)	130	539.90	70,187
3	Color 1 Monitor (Amdek)	202	315.70	63,771
4	Cardprint (Cardco)	319	75.23	23,999
5	12" Green Screen Monitor (Amdek)	134	146.77	19,667
6	Color Plus Monitor (BMC USA)	70	267.80	18,746
7	310A Amber Screen Monitor (Amdek)	98	179.88	17,628
8	HES Modem (HES)	262	54.64	14,315
9	Koala Pad with Micro Illstrtr, Crtrdg C-64	169	78.02	13,186
10	BM9191U Color Monitor (BMC USA)	51	247.00	12,597
11	300A Amber Screen Monitor (Amdek)	70	166.19	11,634
12	Ram Card (Microsoft)	39	269.10	10,495
13	CT 160 Monitor (Panasonic)	40	244.40	9.776
14	Apple Parallel Intrfc (Frth Dimension)	174	47.41	8.250
15	BX 80 Printer (BMC USA)	25	298.12	7.453

Source: Software Distribution Services, Buffalo, for 11½ months ended Feb. 16, 1984, covering 1,800 stores, including 324 discount stores.

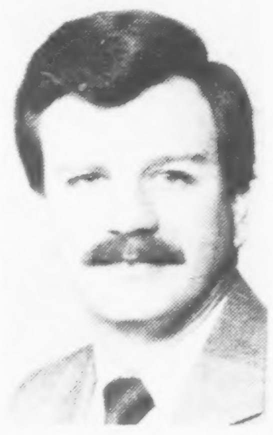
PMA

PRODUCT MOVEMENT AUDIT

Educational Software to Boost Gains

By RICK BERGGREN

Dealer Support Manager
Software Distribution Services



Discounters and home computer manufacturers have long argued over the utility of home computers and whose responsibility it is to provide it. Now software appears to have taken the lead in establishing that utility.

Educational software—and, to a lesser extent, the several categories falling under the umbrella of productivity software—experienced dramatic sales growth in 1983, continuing into this year, mostly at the expense of entertainment software.

An overwhelming number of new titles coming out last year were educational because consumers have become more and more demanding for home and educational uses for their computers. Many more of them have been exposed to the technology at work.

That trend will pick up speed in 1984 as it becomes more firmly established in the mass market. So far, the transition has been slower among discounters as the changes first filtered through specialty and some department stores.

But, the strides already taken by educational software have been unmistakable. Whereas educational titles came nowhere near the top volume producers in 1982, in 1983 they occupied four of the top 15 dollar movers at retail for *all* software commonly found in the mass market.

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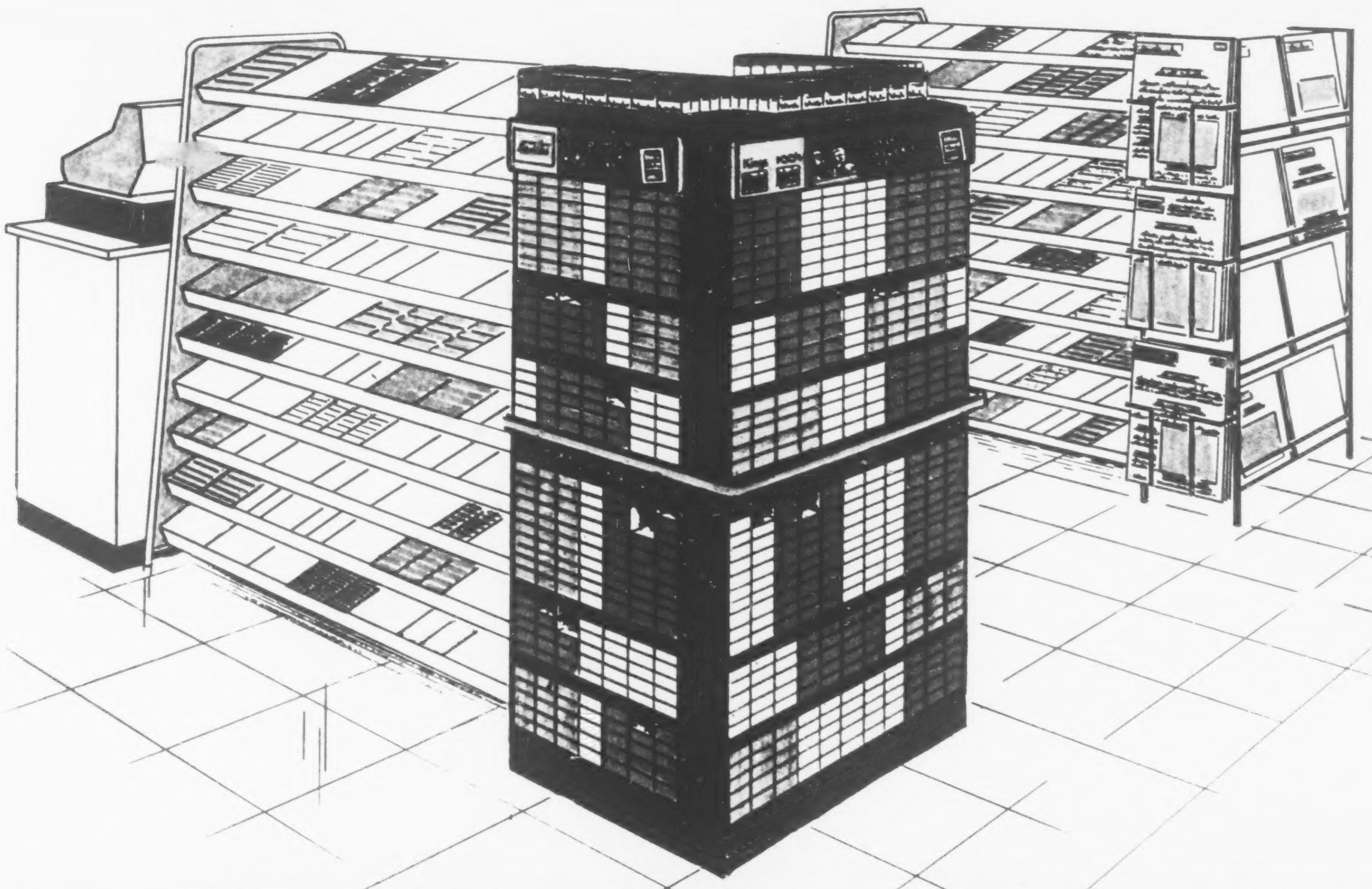

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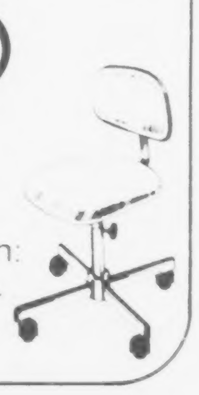

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TOYS

10th Annual PMA

PMA PRODUCT MOVEMENT AUDIT

Strong Year Due, Aided By Robotics

MEQUON, Wis.—Last year's most craved toys will once again ride the crest of consumer popularity, according to Jeffrey Kasch, president of M. W. Kasch Company, one of the country's largest toy distributors.

Coupled with the introduction of innovative new products and the extended marketing horizons of 1983 favorites, this year could be one of the strongest selling seasons in recent history, he said, and elaborated as follows:

Hot new entries like Mattel's Rainbow Brite doll, and the debut of robotics, a whole new fantasy category manufactured by various companies, should wind up in the upper strata of next year's Product Movement Audit. They are sure to be joined by last year's superstars—Kenners' Return of the Jedi, Mattel's Masters of the Universe, Selchow & Righter's Trivial Pursuit and last but certainly not least, Coleco's Cabbage Patch Kids.

The Major Factor

The top five could've been pretty much interchangeable. It was just a question of product delivery.

Delivery problems, especially with the most sought after toys, plagued the industry last year but buyers and manufacturers alike are optimistic about the coming season. Many discounters will be placing orders earlier, giving manufacturers longer lead time.

If delivery difficulties can be kept to a manageable level, the year looks bright. Most discounters are starting off with relatively empty shelves and price points have generally remained stable, although the trend has been to more expensive products.

I'm truly amazed at the lack of consumer resistance. People are spending between $21 and $29 for a game, Trivial Pursuit, and $30 for a Cabbage Patch doll, with no problem.

More than any other factor or trend, I see this year's successes riding on a "back to innovation" movement. Tremendous strides have been made in manufacturer merchandising, most particularly with updated versions of last year's success stories and the introduction of the hottest new segment in the industry—robotics.

The reception has been staggering. Tonka's Gobots have been selling beautifully and by the third and fourth quarters Hasbro's Transformers should be one of the biggest Christmas items on toy shelves.

The new category, joining diecast and fantasy concepts, will expand the market and could eventually develop into its own segment.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Kenner Return of the Jedi figures	297,200	2.69	799,468
2	Mattel Masters of the Universe figures	146,000	4.29	626,340
3	Selchow R Trivial Pursuit	17,500	24.99	437,325
4	Mattel Castle Gray Skull	16,300	21.99	358,437
5	Coleco Cabbage Patch Kids	15,700	19.99	313,843
6	Hasbro My Little Pony Asst	68,600	3.99	273,714
7	Hasbro My Little Pony Show	12,900	19.99	257,871
8	Hasbro Mickey Mouse Phone	13,600	16.99	231,064
9	Fisher Pr Gas and Go	15,000	14.99	225,569
10	Hasbro Combat Jet w fig	11,100	19.99	221,889
11	Mattel Baby Skates Doll	9,500	22.99	218,405
12	Eagle Rub 54-3090 9" Glo	216,900	0.99	214,731
13	Fisher Pr Phonograph	5,200	39.99	207,948
14	Hasbro Gloworm	17,100	11.88	203,148
15	Kenner Baby Strawb	10,000	19.99	199,900
16	Mattel Twirly Curls Barbie	14,700	12.99	190,953
17	Fisher Pr Tape Recorder	4,200	44.95	188,790
18	Fisher Pr Rocking Puppy	13,500	12.99	175,365
19	Schaper Stomper Water Demons	22,500	7.77	174,825
20	Hasbro Large Helicopter	13,400	12.99	174,066
21	Hasbro Charmkins Asst	75,100	2.29	171,979
22	Kenner 70490 Jabba the Hut	11,200	14.99	167,888
23	Hasbro GI Joe Motorized	8,300	19.99	165,917
24	Mattel The Farmer Says	15,100	10.88	164,288
25	Schaper L II Authentic	23,100	6.99	160,770
26	Selchow R Scrabble	17,800	8.99	160,022
27	Kenner 70520 Ewok Village	7,800	19.99	155,922
28	Parker Monopoly	17,300	8.99	155,527
29	Galoob A-Team Figure Asst	38,700	3.99	154,413
30	Kenner Care 60170 13" Care Bear	11,600	12.99	150,684
31	Ohio Art Dr J Lil Sport	9,400	15.99	150,306
32	LJN Toys Tri-Ex A-Team	21,500	6.99	150,285
33	Kenner Play-Doh 4 pack	77,800	1.88	146,264
34	Ideal High Riser 6x6	16,000	8.99	143,840
35	Kenner Strawb Shortcake Doll	16,000	8.99	143,840
36	Hasbro Lite Brite	9,500	14.99	142,405
37	Tomy Corp Bring Along A Song	10,100	13.99	141,299
38	Kenner Character & Pet Asst	17,500	7.99	139,825
39	Mattel Masters of the Unvierse	8,500	15.99	139,915
40	Hasbro GI Joe Figure Asst	41,300	3.29	135,877
41	Fisher Pr Sky Talker	5,400	24.99	134,946
42	Hasbro My Little Pony	11,200	11.99	134,288
43	Kenner Speeder Bike	16,800	7.99	134,232
44	Ohio Art Etch A Sketch	15,600	8.49	132,444
45	Playskool Big Foot	9,000	14.49	130,410
46	Hasbro GI Joe Amphibious	10,000	12.99	129,900
47	Kenner 60310 Poseable Care Bear	32,000	3.99	127,680
48	Playskool Electronic Musical	10,600	11.99	127,094
49	Fisher Pr Family Farm	5,500	22.99	126,445
50	TSR Dungeons & Dragons	14,000	8.99	125,860
51	LJN Tri-Ex Knight Rider	18,000	6.99	125,820
52	Pressman Rumikub	10,400	11.99	124,696
53	J&J Baby 5-9562 Balls	12,400	9.99	123,876
54	Schaper Fifth Wheel Stompers	22,300	5.49	122,427
55	Schaper Stomper Wild Canyon	6,000	19.99	119,940
56	Fisher Pr Chatter Phone	14,800	7.99	118,252
57	Mattel Battle Cat-Masters	14,800	7.99	118,252
58	Fisher Pr Play Desk	9,100	12.99	118,209
59	Child Guid 72802 Disney Busy	13,100	8.99	117,769
60	Mattel See N Say Asst	9,800	11.99	117,502
61	Binney Sm Crayola Caddy	9,000	12.99	116,910
62	Parker Nerf Boomerang	24,300	4.79	116,397
63	Parker Care Bears Game	14,500	7.99	115,855
64	Ideal Manglors Action	19,200	5.99	115,008
65	Mattel Angel Face Barbie	10,400	10.99	114,296
66	Hasbro GI Joe Attack	12,600	8.99	113,274
67	Intrgame Uno Game	28,100	3.99	112,119
68	Lakeside Tubtown Hasbro	6,200	17.99	111,538
69	Fisher Pr Construx Vehicle Ass	21,800	4.99	108,782
70	Lakeside Tattooz-Girls	43,200	2.49	107,568
71	Kusan Belt Racer	23,400	4.49	105,066
72	Mattel The Bee Says	9,600	10.88	104,448
73	Tonka Mighty Dump	6,900	14.99	103,431
74	Mattel Barbie Dream Canopy	6,600	14.99	98,934
75	Hasbro Big Bird Talking	5,400	17.99	97,146

Source: M. W. Kasch Company, Mequon, Wis., for calendar 1983, covering 1,700 stores, in 12 midwestern states. Average retail prices reflect typical price points for discount chains.

Cabbage Patch Kids, seen here at Richway, Snellville, Ga., sitting on toy shelves is indeed a rare sight and most discounters feel the doll will be as scarce as ever this year. *(DSN photo)*

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DISCOUNT STORE NEWS, CLASSIFIED DEPT.
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DSN 4/2/84

SPORTING GOODS

10th Annual PMA

PMA®
PRODUCT MOVEMENT AUDIT

Exercise, Fish Gear to Remain Dept. Mainstays

By FRANK KATLIN
Executive Vice President, Maurice Sporting Goods

A strong Christmas selling season has the sporting goods industry optimistic for a successful 1984. After a slow start in 1983, due to inclement weather, sales moved briskly during summer and throughout the fall. Many leading retailers reported strong increases in sales for 1983, with inventories at a satisfactory level to start this year.

This year promises continued success in sporting goods. Inventories were low beginning the season and manufacturers have geared up to meet the expected demand. With strong promotional plans in place by leading retailers and producers, all conditions seem right for a strong year.

Last year in sporting goods highlighted two key areas in merchandise: fishing tackle and exercise equipment. These two areas remain the backbone for the discount stores' sporting goods department. In 1983 package fishing combinations were the leading selling items on a promotional as well as every day basis.

Exercise remained a strong category for most retailers in 1983 as physical fitness merchandise remains an emphasis in the sporting goods department. A leading item in 1983 was the Diversified Product Gym Pac which retailed for $229. This was a strong seller for many retailers at key promotional time periods. The Frabill exercise bike was also very popular retailing for $99.99. Many discount stores promoted various rowing machines in 1983. The magic price point in rowing machines remained at $100.

In the general athletic and hunting category, 1983 was a flat year. The general athletic department remained substantially unchanged, archery sales decreasing in most areas and golf merchandise increasing slightly.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	FISHING			
1	Zebco 202 & 4020 S.C. Combo-1245	24.600	10.99	270.354
2	South Bend 730 Poly Spin Combo-C730 2345	9.250	28.99	268.158
3	Daiwa Mini cast system-MC238	8.900	25.99	231.311
4	Garcia King Fisher spin combo-43 225OZ	12.480	17.99	224.515
5	Zebco 404 & 4040 S.C. Combo-1545	14.750	14.99	221.103
6	Ryobi Mag. Bait Cast Reel-VMAG4	4.700	44.99	211.453
7	Daiwa Poly Spin Combo-513 212A	9.400	20.98	197.212
8	South Bend Boron Rods-9000	4.640	39.99	185.554
9	Plano 3 Tray Tackle Box-6303	14.650	11.99	175.654
10	South Bend Graphite Rods-6000	6.200	19.99	123.938
11	Daiwa Poly S.C. Combo-108S 231AP	7.685	15.99	122.883
12	Garcia Poly S.C. Combo-302 2353z	6.480	17.99	116.575
13	South Bend Tackle Box w 201 Pc asst-TBP1	12.950	7.99	103.471
14	Fishing Caps w Asst Patches-CFP	26.500	3.69	97.785
15	Vlcheck Deluxe 3 Tray Tackle Box	5.750	14.99	86.193
	ATHLETIC AND HUNTING ACCESSORIES			
1	Crosman Powermaster BB Pellet Gun-760	2.640	32.99	87.098
2	Indian Trophy Cam Bow-A255	640	114.95	73.568
3	Tasco 7x35 Wide Angle Binoculars-2001	1.660	42.99	71.363
4	Tonka sq. toaster-SSL55	8.350	6.99	58.367
5	Outers Gun Cleaning Kits-477 8 9	8.340	6.99	58.297
6	Camo stool w Game bag-25910	4.145	13.99	57.985
7	Ez Mount Gunn Rack-100	7.640	6.99	53.404
8	Game getter Alum Arrow 3Pk-1735	3.720	12.99	48.323
9	Wilson Mark Aguirre Basketball-B1325	2.125	17.99	38.229
10	Spalding Handler Basketball-61-291	2.730	10.99	30.003
	FIREARMS			
1	Remington 12ga Auto Shotgun-5336	1.653	399.99	661.183
2	Marlin Lever act Ctr Fire Rifle-336CS	2.350	216.99	509.927
3	H & R Single Shot Shotgun	7.640	59.99	458.324
4	Ruger 22cal Auto Carbine-10 22RB	3.865	115.99	448.301
5	Marlin 22cal rifle w scope-60S	2.365	89.99	212.826

Source: Maurice Sporting Goods, Chicago, for calendar 1983. Maurice distributes to 31,000 stores, 72% of them discount stores, in 36 states. Prices reflect average price points of discount clients.

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Chein Industries, Inc.	Metal wastebaskets, trays, boxes	(609) 386-2800

All other categories are open for negotiation.

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HOUSEWARES SHOW
See Special Section: Pp. 25-94

Discount Store News®

THE NEWSPAPER OF DISCOUNT RETAILING

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APRIL 16, 1984

Service Mdse. to Use Mini-Showrooms For Los Angeles Invasion

NASHVILLE—Service Merchandise will use mini-showrooms to invade Los Angeles, the nation's No. 2 market, next month.

The three mini-showrooms that are currently set to open in the Greater Los Angeles Area are among the five scaled-down stores Service Merchandise presently plans to unveil this year. All told, the cataloger already has 16 new showrooms on tap for 1984. Last year, it opened 19.

The use of mini-showrooms is part of the cataloger's effort to run more productive stores by gearing a specific format to a unit's footage and market needs. The basic mini-store prototype features a limited display of goods; little, if any, not-in-catalog items, and the operational pairing to a larger host showroom for merchandise replenishment.

None of the scaled-down showrooms due this year follows the unusual jewelry-only display format that Service Merchandise is testing in a 14,000-sq.-ft. store in the Huntington Mall, Huntington, W. Va., which opened in November 1983.

That unit's small display area just has a jewelry department, and also shows about 100 sku's of silver and crystal. But, all the merchandise found in the 492-page catalog is stocked in the warehouse for immediate ordering and pickup.

(Continued on page 114)

Top Execs' Ouster Puts Howard On Faster Track: Parent Wickes

By AL HELLER

MONROE, La.—The sudden ouster of Howard Brothers cofounder and chairman W. L. (Jack) Howard and president R. Jim Howard places the discount chain on a faster track, insist Wickes Co. officials.

No other management changes were expected at the chain.

The bad news came to the Howards at an evening meeting March 19 at the Monroe Holidome, when Wickes chairman, president and ceo Sanford Sigoloff asked for the senior Howard's retirement and the son's resignation, effective immediately.

That same day, Wickes Furniture president Walter Kaye resigned. It followed by 13 months the termination of another key Wickes divisional executive, Red Owl Supermarkets president George

(Continued on page 111)

W. L. (Jack) Howard

R. Jim Howard

New Programs at Howard Include Soft-Goods Hypo

MONROE, La.—Powered by the thrust of new leadership, and new merchandising and operations programs, Wickes expects Howard Brothers to quickly become more competitive in its markets.

Changes implemented by Bernard Kritzer, parent Wickes' senior vp and group officer, will include: upgrading soft goods' share of space and sales from 30% to 38%-40% within five years; using brand names in soft goods; pricing more competitively; revamping advertising toward more use of electronic media; developing its own sites to suit needs, rather than taking over second-use locations; improving store lighting and decor, and possible addition of hard lines departments, he said.

Some of those changes will be tested in two new 50,000-sq.-ft. Knoxville, Tenn., stores debuting this month. Others will be seen for the first time in a planned 70,000- to 80,000-sq.-ft. prototype being unveiled next spring in Monroe.

"It will remain a regional chain, but will expand to new markets and re-evaluate stores

(Continued on page 111)

Battery-Powered Thermostat Singled Out

New Products Lure Hardware Buyers

By LARRY RIGGS

Discount hardware buyers walking the National Home Center Show in Chicago last month expressed the most interest in adding new battery-powered thermostats and security devices and new power tools to their assortments this year.

Black & Decker's new lighter-weight 47 millimeter drills; First Alert's, Honeywell's, and Robertshaw's battery-powered DIY thermostats; newly packaged Diablo electronic security devices, and two new imported Testrite wrenches were the items most likely to make their way into discount hardware selections this year, the buyers reported.

The new product with the widest discounter appeal was the battery-powered thermostat. K mart has already tested them in three California stores and plans to roll them out nationally this year while Heck's and Richway plan to do likewise, if the manufacturers can make a few modifications.

"I'm a little leery of the price points," said a buyer at Gee Bee. "We would have to sell them in the $49.99 to $59.99 price range and I'm not sure if our customers would care for us to get into that kind of business." Nevertheless, the Johnstown, Pa.-based chain will conduct tests on three sku's of them later this year.

The appropriateness of marketing the thermostats in discount stores was another point, raised by Heck's. "It's a new category this year and I have not done any in-depth research about them," said Carlos

(Continued on page 111)

• DSN • DSN •

Digest
April 16, 1984

HOUSEWARES SHOW

• **Discounters converged on** the housewares show in Chicago in a bullish mood, expecting a 10% sales growth for the year. See *DSN*'s special housewares section (pp. 25-94).

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Meyer, Eying Low-Cost Growth, Agrees to Buy Grand Central

PORTLAND, Ore.—Fred Meyer plans to make a major expansion out of its Pacific Northwest home market into five Rocky Mountain states through the relatively low-cost method of acquiring Grand Central.

The two discounters have reached an agreement in principle under which privately held Fred Meyer will buy publicly held $256 million Grand Central for $11 a share or about $25 million for the latter's 2.3 million shares outstanding.

A Fred Meyer spokesman said the acquisition would enable the company to expand into new markets at less cost than if it had to build new stores, buy market share through promotions and incur other expenses related to going into a new area.

Grand Central has been a takeover target in the past, at one time reaching a tentative agreement with the A&P supermarket chain that fell through. Fred Meyer and Target were also reported interested in the Salt Lake City-based discounter.

Grand Central expects the agreement with Fred Meyer to be completed by June. It is sub-

(Continued on page 111)

Grand Central/Fred Meyer

IN BRIEF

• **AS CALDOR NEARS ITS 100TH STORE OPENING, CHAIR**man Carl Bennett (above) announced his retirement, to begin at the end of next month, 32 years after founding the chain. The 64-year-old Bennett will also leave his post on parent company Associated Dry Goods' board. The decision to retire coincides with the end of a three-year contract for Bennett to remain as chairman following ADG's acquisition of Caldor in 1981.

• **MURPHY'S MART UNVEILED A TWO-STORE TEST OF** an upgraded presentation in Robinson Township, Pa., and Gallipolis, Ohio. Tagged FIND (Fashions in New Dimension), the concept features an all-apparel infield with fingerwalls and fashion posters.

• **ASHBY'S, THE BETTER WOMEN'S APPAREL DISCOUNT** chain owned by Best Products, will be expanded to 30 stores by the end of 1984, said Joel Koblentz, executive vp and chief financial officer.

HOUSEWARES

Automatic drip coffeemakers, shown at Pamida, Albert Lea, Minn., set the sales pace in traffic appliances. Low-end models sell strongly, though many chains cannot get enough space-saving units. *(DSN photo)*

Drops in Consumption of Coffee Continue Four-Year Downtrend

NEW YORK—Consumers may be buying electric coffeemakers at a frantic pace, but they're clearly drinking less coffee.

The nation's coffee-drinking public shrank in size by 1.1% in 1983, and the number of cups drank per person fell 2.6%, reported the *Coffee Drinking Study, Winter 1983* conducted by the International Coffee Organization.

Both drops continued four-year downtrends.

Americans are drinking less coffee than ever before—1.85 cups per person per day, or 41% below 1962's peak level of 3.12 cups, the study said. Roughly 71% of coffee consumed remains regular rather than soluble (instant).

Among coffee drinkers only, 1983 consumption was 3.36 cups per day, barely below the 1982 level.

Last year's consumption drop of 2.6% overall compares with a decline in 1982, a 5% fall in 1981 and a 1.9% drop in 1980, according to the study which polled 7,500 persons aged 10 and up.

That downtrend was felt mostly in brewed coffee; more people are drinking instant today than ever before. Instants now account for 29% of all coffee consumed in the United States, including decaffeinated blends, and 1983 continued the long-term curve.

Growth in the popularity of decaffeinated coffee leveled in 1983 at 21% of all coffee consumed, but the segment's 20-year uptrend is still evident. Roughly 1 American in 7 now drinks decaffeinated compared with 1 in 25 in 1962.

The number of people drinking coffee in all age groups has declined steadily since 1962. The 20- to 29-year-old group has abandoned coffee most dramatically—81% were coffee lovers in 1962 compared with 42.6% currently. In 1983, coffee lost its drinking base heaviest among persons 30 and over.

% of U.S. Households Using Coffee-Making Items

Product	1975	1981	1982	1983	Percentage-Point Change, 1975-83
Electric percolator	51	27	24	22	−29
Electric drip	7	49	52	52	+45
Regular percolator	24	12	10	10	−14
Drip pot	9	6	7	9	0
Filter cone	4	3	4	4	0
Steeping pot	3	2	2	2	−1
Vacuum coffeemaker	2	1	—	—	−2

Source: International Coffee Organization

Surging in popularity since 1875, electric drip coffeemakers are now used by more than half of America's households. Their growth has largely been at the expense of electric and regular percolators.

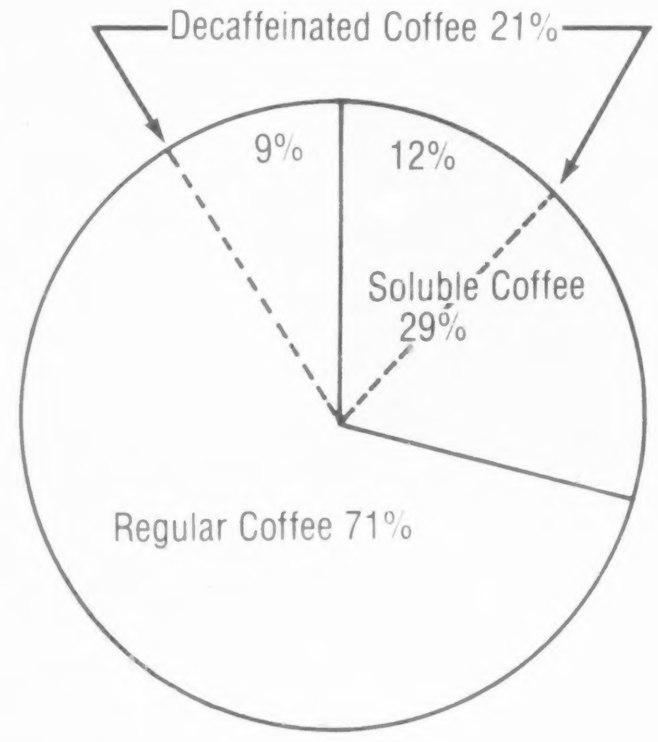
Coffee Cups Per Person/Per Day

	1962	1981	1982	1983	Percentage-Point Change, 1982-83
All Coffee	3.12	1.92	1.90	1.85	−0.05
Regular	2.45	1.38	1.33	1.31	−0.02
Soluble	0.67	0.54	0.56	0.53	−0.03

Source: International Coffee Organization

Coffee keeps losing ground to soft drinks as one of America's favorite beverages. Consumption dipped again in 1983, though at a lower rate than in recent years. Coffee's sole growth segment remains decaffeinated blends; a mere 4% of Americans drank decaffeinated coffee in 1962 compared with 15% in 1983.

Types of Coffee Consumed



Source: International Coffee Organization

Decaffeinated coffee continued to win favor among coffee drinkers in 1983, accounting for 21% of all coffee consumed, including 12% of soluble (instant) coffee consumption.

T.G. & Y.'s Parent Appoints McMillan

CHICAGO—Norman H. McMillan has joined Household Merchandising as executive vice president for planning and development, leaving Montgomery Ward where he held a similar position.

The strategic planning post has been newly created by Household Merchandising, which owns T.G. & Y. and Ben Franklin Variety stores in addition to several other retail ventures. It is a division of Household International.

Prior to his service at Montgomery Ward, McMillan was president of Pacific Stereo, one of the largest specialty electronics discounters.

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HOUSEWARES

PMA®

PRODUCT MOVEMENT AUDIT

Special-Buy Promotions To Increase

By HAROLD RUBIN
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Discounters are looking to improve housewares department productivity in two ways:

by trading up wherever reasonable, and by engaging in more special-purchase promotional activity.

Glassware and plastics are particularly good items for this heightened promotional use. Indeed, discounters are running more and more ads which offer entire categories at, say, 30% off, rather than specific items only. Chains may change patterns or colors, or category segments, but are remaining stable with departments that are already set.

While discounters remain steady, manufacturers have stemmed their new product onslaught. The prevalent mood in housewares is like that of five years ago when traffic appliances proliferated to ridiculous lengths with items like hotdog and burger makers—and then suppliers quickly reverted back to basics.

There are simply no new housewares categories that retailers can sink their teeth into—or seem ready to gamble on. Items introduced at the 1984 Housewares Show will have to win over retailers who are planning their assortments better on the basis of improved movement information.

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Cleaning/Chemicals

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	3M FC4101 16-oz Scotch Guard	12,013	6.83	82,048.79
2	—	Texize 084 Glass Plus 32-oz Pistol	27,000	2.51	67,770.00
3	3	Texize 271 Fantastick 32 oz	24,530	2.60	63,778.00
4	2	Johnson 339 Jwax Lemon Pledge 14 oz	15,185	3.14	47,680.90
5	9	Scotts A14 Liquid Gold 14-oz Aerosol	8,198	4.49	36,809.02
6	4	Drackett 293 Endust 10 oz	10,500	3.50	36,750.00
7	14	Scotts P16 Liquid Gold 16-oz Pourable	7,044	4.40	30,993.60
8	—	D-Con 201 Ready Mix 16 oz	9,770	3.14	30,677.80
9	—	Texize 293 Fantastik Refill 64 oz	6,636	4.31	28,601.16
10	7	Drackett 156 Vanish 48 oz	11,387	2.51	28,581.37
11	8	Johnson 182 Future 27 oz	6,276	4.49	28,179.24
12	5	Drackett 159 Vanish Automatic 12 oz	12,218	2.15	26,268.70
13	6	Johnson 327 Wood Pledge 14 oz	8,111	3.14	25,468.54
14	—	D-Con 50-DCON House Pruf 20 oz	18,411	1.34	24,670.74
15	—	Drackett Indstrl Strngth Drano 32 oz	10,596	2.24	23,735.04

Gadgets

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	—	407-21 Hand Swing A Way	24,091	4.85	116,841.35
2	—	M H Rhodes 29031-UC Timer White	9,398	7.64	71,800.72
3	—	M H Rhodes 29035-UC Timer Almond	8,001	7.64	61,127.64
4	—	Intermatic D811B Cordless Timer	3,927	12.59	49,440.93
5	—	Intermatic D111B Plug-in Timer	5,414	8.99	48,671.86
6	—	107 Swing A Way Jar Opener	19,330	2.51	48,518.30
7	—	Ekco 00050 Stainless Peeler	29,567	1.61	47,602.87
8	—	Ekco 4 Way Can Opener	26,698	1.61	42,983.78
9	—	Helmac H8300 Lint Brush	13,289	3.14	41,727.46
10	—	Ekco 08850 Miracle Can Opener	36,900	1.07	39,579.30
11	—	Helmac 39RC Lint Refill	18,708	2.06	38,538.48
12	—	Range Kleen 102 Range Reflector 8"	12,135	2.96	35,919.60
13	—	Intermatic D711B Sprcp Plg-in Tmr	3,254	10.79	35,110.66
14	—	Range Kleen 101 Range Reflector 6"	13,919	2.51	34,936.69
15	—	Ekco 00030 Peeler	44,399	0.77	34,187.23

Pyrex

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	2	233 Utility Dish	21,766	6.74	146,702.84
2	9	516 Measure	41,269	3.14	129,584.66
3	10	463 D Custard Cup	33,546	3.77	126,468.42
4	1	115 Hurricandle	12,197	10.16	123,921.52
5	6	2320F 2-qt Bake Dish & Basket	10,037	11.60	116,429.20
6	4	6230F Covered Cssrl & Bskt Fsid	10,469	10.52	110,133.88
7	—	229 Pie Plate	33,306	3.05	101,583.30
8	5	2330 3-qt Bake Dish & Basket	5,637	17.81	100,394.97
9	—	2220F Square Cake Dish & Basket	8,441	10.52	88,799.32
10	8	234 Oblong Bake Dish 4 qt	9,759	8.90	86,855.10
11	7	508 Measure	32,375	2.60	84,175.00
12	—	440-80 Bowl Set 4-pice Shend	4,265	17.99	76,727.35
13	13	232 Utility Dish	12,466	5.84	72,801.44
14	—	532 Measure	14,318	4.67	66,865.06
15	—	210 10" Pie Plate	20,506	3.23	66,234.38

Cookware

1983 $ Rank	1982 $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	1	Ekco 64330 Bakers DB Cake Pan	41,748	3.95	164,904.60
2	2	Ekco 64110 Bakers Cookie Sheet	36,787	4.40	161,862.80
3	3	Ekco 64100 Bakers Cookie Sheet	35,090	3.95	138,605.50
4	4	Ekco 64200 12-cup Muffin	22,321	4.76	106,247.96
5	5	Ekco 64260 Bakers Roast/Bake	18,253	5.39	98,383.67
6	6	Ekco 64470 Bakers Loaf Pan	22,800	3.59	81,852.00
7	10	Ekco 64080 Bakers Cookie Sheet	19,458	3.23	62,849.34
8	7	Ekco 54110 Cookie Sheet	21,980	2.69	59,126.20
9	—	Mirro C5509/2292CN 9-cup Percolator	6,708	8.36	56,078.88
10	13	Hillside HM60SP Spring Form Pan	7,576	6.74	51,062.24
11	9	Ekco 64590 Bakers Pizza Pan	12,755	3.95	50,382.25
12	—	Mirro MO932-36 Tea Ktl Brwn 2.5 qt	7,826	6.29	49,225.54
13	—	Mirro MO932-36 Tea Ktl Gld 2.5 qt	7,668	6.29	48,231.72
14	—	Ekco 64820 Bakers Cake Mix	14,830	3.23	47,900.90
15	11	Ekco 64070 Bakers Loaf Pan	16,827	2.87	46,743.69

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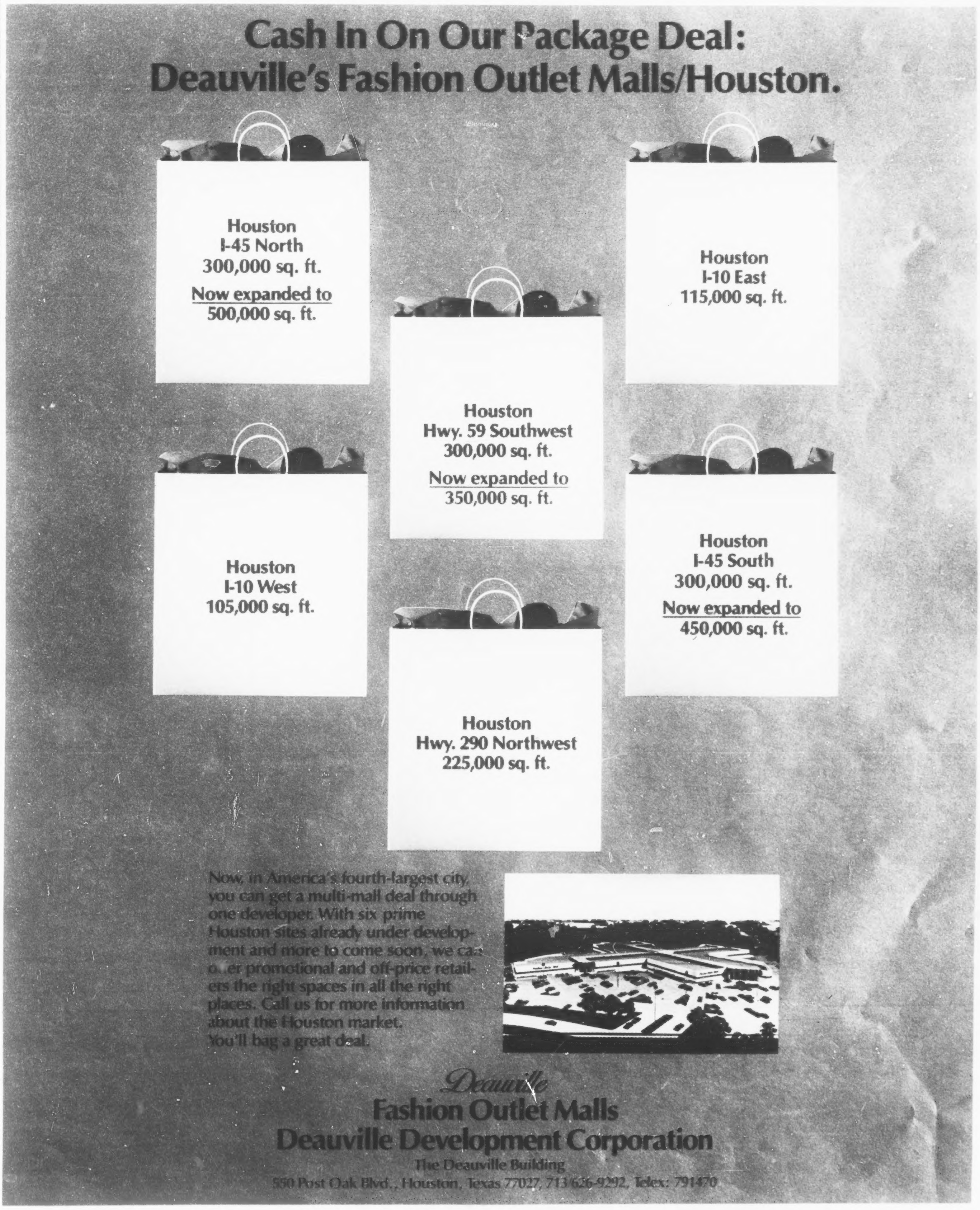
Woolworth Debt Rating Raised

NEW YORK—F. W. Woolworth's senior debt rating has been raised from Baa2 to Baa1 by Moody's Investors Service. Woolworth's closure of U.S. Woolco stores and the sale of its 52.6% equity stake in Woolco's British subsidiary prompted the upgrade, the rating service said.

Moody's said it expects Woolworth to concentrate on refurbishing and remerchandising its United States variety store division and to expand Kinney Shoes, its specialty store business. The rating agency said these efforts and cost containment programs should help improve Woolworth's overall performance and put the retailer in a strong financial position by the end of its current fiscal year.

F. W. Woolworth, headquartered here, operates more than 5,000 units in the United States and overseas.



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